

USING FIGURATIVE LANGUAGE IN COSMETIC ADVERTISEMENTS ON INDONESIAN TELEVISION

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ABSTRACT

Advertisement is one of the essential types of mass communication expected to persuade people to buy products or services. In advertisement, language use should be persuasive because it intends to influence the customers to purchase the items. Using figurative expression in advertisement is one way to attract consumers' attention. This qualitative research was aimed at finding out the types of figurative expression and its function used in cosmetic advertisements advertised on Indonesian television. The data of this research were the cosmetic advertisements showed on Indonesian television in 2018 that employed English figurative expression in slogan of the advertisement. From 23 data identified, the researchers found that all of them deployed figurative expressions in various types. The most dominant figurative expression found in this research was hyperbole. It was found that out of 23 advertisements, twelve of advertisements used hyperbole expression, whereas personification expression was found in one advertisement. Besides, the researchers found five advertisements using repetition expression, two advertisements employing metaphor expression, two slogans of advertisement using simile expression, and one parallelism expression found in advertisement.

Keywords: *figurative language, types of figurative language, cosmetic advertisement, slogan.*

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INTRODUCTION

Language plays an important role in human communication. Without language, we cannot communicate with each other. Wardhaugh (2006) states that language is a system of arbitrary vocal symbols utilized for communication. As the main device of communication, language has a very important role in human's life. By using language, people can convey their intents, wants, messages or information to other people.

Advertisement is one of the essential types of mass communication expected to persuade people to buy the products or services. Advertising implies drawing attention to something or notifying or informing someone of something (Dyer, 2009). Customers usually hesitate to purchase items before they see the advertisement of the products. By seeing or hearing the advertisements, the consumers create an opinion in their minds about the products and make a decision whether the products are suitable for their needs or not. In order to make a good effect and also to persuade people to use or buy the products, producers create advertisement.

In advertisement, the language is used as a part of promoting messages to bring out consumers' consideration and influence their behavior in purchasing the products. In advertising, language and thought are connected. It manages curiosity and attracts consumers' minds. Language in advertising is different from that in literature. Impression from commercial is made by the consumers, not by the writer. Typically the language of advertisement is designed to be sufficiently influential to provoke the desire of the consumer to purchase the items. In advertisement, language use should be persuasive because it intends to influence the customers to purchase the items.

A convincing message has to build a logical process as well as concerns with the feelings about how the consumers feel about the product, the service, or the company being advertised (Moriarty, Burnett & Wells, 2012). All things are considered. Even before an advertisement can influence consumers, the advertiser should first convince consumers to see it. An essential way is through language, particularly figurative language.

Figurative language is a language that utilizes more interesting way of language (a way for saying a certain thing and has another meaning). Figurative speech is a word or language which is used for special effect and which does not have its standard or literal meaning (Richards, Platt

& Weber, 1985). In figurative language, the intended meaning does not coincide with the literal meaning of the words and sentences that are utilized. Sometimes, the words are utilized to portray things or conditions by contrasting them with something else. For example, in an advertisement slogan 'the only cream that gives complete fairness', the advertiser offers the product of Garnier as effective facial cream. In this slogan, the advertiser uses hyperbole language to exaggerate the product's superiority compared to other products. The advertiser also claims that Garnier is the only cream which can give complete fairness. Thus, figurative language is a sort of language which utilizes various figures of speech. Employing figurative language is a way to fascinate costumers' interest. It enables advertisers to convey their ideas and imagination more amusingly.

Advertising language is sometimes quite simple, but frequently it can attract people's attention by being innovative, and it sometimes includes stretching or breaking the rules or convention of the usual language. There are other ways of exploiting language to make specific impacts and enlarge it as a means of language. Plays on words are frequently used as a part of advertisement planned to pull in attention. For example, 'Hot as ice', a tagline used in a shampoo advertisement, offers the product for hair care by Pantene. The advertisement employs simile language. It can be seen in the statement 'hot as ice'. The statement uses conjunction 'as' to compare hot and ice. In the context, ice is defined as a diamond. Since the product is used to shine hair, the advertiser uses the reflection of diamond to describe the result of using the product. The function of simile language in the advertisement is to compare the description of the product with other representative objects. The advertiser describes the glowing hair by comparing it with the shine of diamond.

Advertisement is interesting to be analyzed because nearly everyone knows and sees advertisement in their daily life, and the language that is used in advertisement is unique. Companies cannot sell products without advertisement, and therefore they use it to promote their products. Related to the creativity in creating language of advertisement, the researcher chooses the cosmetic advertisement as the object of the study.

In this research, the researcher focuses on an analysis of figurative language used in cosmetic advertisement on Indonesian television advertised in 2018, such as skincare, makeup products, body moisturizers, hair care products, and other cosmetic products. It is the

typical items for consumers in society and thus people assuredly see advertisements in their daily life.

LITERATURE REVIEW

Figurative Language

Figurative language is used to make a literary work more beautiful and has a deep meaning. As indicated by Siswanto (2002), figurative language is a departure from the common form of language or the ordinary course of ideas in order to produce a greater effect. Figurative language has some functions, means to explain, to strengthen, to revive a nonliving object, to make a laugh, or to be an illustration. Figurative language may involve analogy to similar concepts or other contexts and may involve exaggerations. Figurative language is the opposite of literal language. Literal language means exactly what it says, while figurative language means something different to what it says on the surface.

According to Jay (2003, p. 313), figurative language is not intended to be interpreted literally. He further explains that figurative language can portray something or compare two different things to make the situation clearer and more interesting. This type of figurative language refers to words or phrases that do not represent exactly what is written or spoken. It is not easy to understand the meaning of figurative language because sometimes the meaning can be ambiguous and it can be difficult to understand (Jay, 2003).

Harya (2016, p. 47) says that figurative language is a language that used words or language with a meaning that is different from the literal interpretation. It is a ubiquitous aspect of language. This language is often used in literary works such as in a newspaper, advertisement, novel, poems, and many more. Figurative language consists of several types as explained in the following paragraphs.

Simile is a language in which comparing one thing with another, by the use of a function word, for example, the words 'as' or 'like' (Thornborrow & Wareing, 2005). For example, 'Tom eats like a horse', Tom's appetite is compared to that of a horse. Simile is normally used to make a description more vivid or memorable, or to build up a specific characteristic of the thing being described. Moreover, Kennedy and Gioia (2005) explain that metaphor compares two unrelated things and makes an implicit or hidden comparison that one thing is something else but in real meaning it is not. In 'His words stabbed at her heart', the

words did not actually stab, but their effect is compared to the stabbing of a knife (Richards et al., 1985). Furthermore, Kennedy and Gioia (2007) define that personification is a figure of speech in which an object, an animal, or an abstract term is given human attributes to do an action or shows emotion, for example 'The leaves danced in the wind on the cold October afternoon'. Here, the leaf is given one of human characteristics which mean that it can dance. However, the real meaning of it is the flapping or movement of the leaves.

Additionally, according to Lingga (2006) hyperbole is an exaggerated and extravagant statement used to make a strong impression, but not intended to be taken literally, for example, 'Your luggage weighs a ton' (Bouchard, 1996). It means that hyperbole helps to make point the luggage was very heavy although it is probable that it would actually weight a ton. Besides, Colebrook (2000) states that irony is used to say one thing and mean another or say something contrary to what is understood, for example, 'Your room is clean'. The language can be considered as irony when the language is uttered to the person who has a dirty room. Moreover, Griffiths (2006) defines that metonymy is a term of a person or object being referred to using as substitute word whose literal denotations are somehow pertinently related, for example, 'The White House is furious', meaning that the white house means the president.

Additionally, parallelism is the repetition of the same structural pattern (Dyer, 2009), for example, 'Getting all glammed up is part of my job, Clean beautiful skin – that's my cleansers job', meaning that the sentences employ the same grammatical form to express similar ideas of the product. Furthermore, alliteration is the repetition of a sound at the beginning of words in single line (Klarer, 2004), for example, 'she sells seashells on the seashore'. Moreover, repetition is a figure of speech using recurrence to reinforce the main point and the message itself (Reaske, 1996), for example, 'It's longer, It's slimmer, It's surprisingly mild'. Another figurative language is synecdoche is a figure of speech in which a part refers to indicate a whole (Lingga, 2006), for instance, 'she has many mouths to feed' in which mouths refer to people. Moreover, litotes is emphasizing the magnitude of a statement by denying its opposite (Hotben, 2006, p. 287). It is a phrase that understates or lessens one thing in case of quality or quantity in order to magnify another (Keraf, 2005), for example, 'Though I am nothing but dust and ashes'.

According to Bouchard (1996), oxymoron is the joining together of apparent contradiction, for example, 'Sweet sorrow', which means that

sorrow could include the following set of features: bitterness, sadness, and unhappiness. Hence, sweetness leads to happiness, pleasure, and joy. Moreover, Tarigan (2013) states that allusion is the delivery of messages indirectly based on facts or figures for readers that can be understood by all, for example, 'don't be lazy or lost time'. Another figurative language is allegory which is literally the statement presenting its meaning in a veiled way (Reaske, 1996). Here is an example 'he threw a pine cone at a jovial squirrel and he ran with chattering fear'. The example is categorized as allegory because the meaning in the sentence is not the same as its description. Based on the context, the sentence implies that a man does not feel guilty as leaving his regiment to get his safety. He thinks that his act is wise and true. Moreover, as he sees a squirrel save itself, he thinks that everything in nature operates upon the principle of self-preservation.

Additionally, Perrine (1983) says that a symbol may be defined as something that implies more than what it is. Many things can represent a symbol, for example, 'white' standing for purity. It is the symbol of color. Besides, Kennedy and Gioia (2005) state that paradox occurs in a statement that at first strikes as self-contradictory but that on reflection makes some sense. Paradox involves contradiction but interrelated elements that exist simultaneously and persist over time (Smith & Lewis, 2011). Moreover, rhyme is the repetition of sounds at the ends of the words (Baldick, 2001). When rhyme is used in the slogan it is essential when it also reflects the brand name, for instance 'don't eat just book it, Thomas Cook it' (advertising of travel agency).

Furthermore, antithesis is a word of two contradictory conditions (Ratna, 2009). In other words, antithesis is a style of language that expresses a purpose by using opposite words (Waridah, 2013), for example 'It was the best of time; it was the worst of times'. The word 'best' has contrast meaning with the word 'worst'. In addition, polysemy is a lexeme with two or more multiple, related meanings, so that the connection is not only phonological, but also semantic which the additional meanings are derived from the original meaning of the lexeme (Lapsanska, 2006). Pilatova (2015) also states that body parts can be the example of polysemy; for instance 'head' is either a body part or top position in a family or company. Besides, Baldick (2001) defines homonymy as a word that has the same spelling (homograph) and pronunciation (homophones) but different meaning and origin. For

example, 'date' is a calendar time but can be meant 'to go out with someone on a date'.

Experts have proposed many types of figurative language. For example, Little (1985) divides figurative language into three classifications. They are based on comparison, association, and other figurative language devices. Little further assigns simile, metaphor, personification, analogy, and hyperbole into figurative of comparison. Metonymy and symbol are in figurative of association. Moreover, apostrophe and irony are specified other figurative language devices.

Arp and Perrine (1998) say that figurative language has three parts. The first part consists of simile, metaphor, personification, apostrophe, and metonymy. The second part is symbol and allegory. The last part consists of paradox, overstatement/ hyperbole, understatement/ litotes, and irony.

Dyer (2009) says that there are nine types of figurative language mostly employed in advertisement which are metaphor, personification, alliteration, simile, parallelism, repetition, metonymy, homonymy, and hyperbole. Even though more theoreticians have classified many types of figure of speech, the concept and principle are almost the same. In this study, the researcher used Dyer's model as her main references.

Advertisement

Dyer (2009) defines advertising in its simplest sense as drawing attention to something or informing somebody of something. The word 'advertisement' is the Latin verb '*advertere*', signifying 'to turn towards'. In addition, as stated by Goddard (2002), advertisement is the promotion of goods, services companies, and ideas, usually by an identified sponsor.

Advertising is a form of communication intended to persuade customer to buy or take some action upon products, or services (Dyer, 2009). It includes the name of an item or service and how that item or service could benefit the consumer, to persuade a target market to buy or to consume that particular brand. Advertising can also serve to communicate an idea to a large number of people in an attempt to persuade them to take a certain action. Thus, advertising intends to inform the public about the item or quality and price and motivate the public to invest money to help increase the sale of the item.

In advertisement, the language is used as a part of promoting messages to bring out consumer consideration and influence consumer behavior in purchasing the products. Language in advertising is different

from language in literature. In advertisement, the writer composes for the consumers. Impression from commercial is made by the consumers, not from the writer. Typically the language of advertisement is designed to be sufficiently influential to provoke the desire of the consumer to purchase the items. In advertisement, language use should be persuasive because it intends to influence the customers to purchase the items. Thus, Advertiser uses figurative language to play and manipulate words to get consumers attention.

Slogan

According to Keller (2013), slogans are short phrases that communicate descriptive or persuasive information about a brand. In line with Keller (2013), Ke and Wang (2013) explain that a slogan is a short phrase in part used to help an image, identity, or position for a brand or an organization and it is established by repeating the phrase in a firm's advertisement and other public communication. Slogans are powerful branding device because like brand names, they are extremely efficient shorthand means to build brand equity. Most of the slogans present a benefit and quality of the product. When a product or company uses a slogan consistently, the slogan can become an important element of identification in the public's perception of the product.

RESEARCH METHODOLOGY

Research Instrument

This study is a content analysis. Content analysis can be used with either qualitative or quantitative data and in an inductive or deductive way (Elo & Kyangas, 2007, p. 107). Therefore, it can be said that content analysis is a research method used to analyze written data and verbal or visual communication messages in order to provide the knowledge and deep understanding toward the data by using qualitative or quantitative data.

Thus, since this study is a qualitative content analysis, the writersintended to analyze the types of figurative language and its functions employed in cosmetic advertisements broadcast on Indonesian television in 2018. Therefore, the final report of this research is in a narration form rather than in the form of statistical analysis.

Technique of Data collection

For the purpose of this research, the data were collected by using a document analysis. Document analysis is a form of qualitative research in which documents are interpreted by the researcher to give meaning around an assessment topic (Bowen, 2009). The procedure of collecting data began with finding the collection of video advertisements from YouTube broadcasted on Indonesian television in 2018. There were 55 advertisements found by the writers. Then, the selected advertisements which met the criteria were examined. The writers made the criteria that the advertisements should offer cosmetic products and they should use English figurative language in their slogan or headline. From 55 advertisements, 23 advertisements met the criteria.

Technique of data analysis

According to Elo and Kyngas (2007, p. 109), content analysis may be used as an inductive or deductive way. The inductive approach is recommended if there is not enough former knowledge about the phenomenon or if this knowledge is fragmented while deductive content analysis is often used to retest existing data in new context (Lauri & Kyngas 2005). Therefore, the writers chose an inductive way. Elo and Kyngas (2007, p. 109) say that if the researcher chooses to use an inductive way, the next step is to organize the qualitative data.

In analyzing the data, the writers followed some steps as mentioned by Elo and Kyngas (2007, p. 109). They are as follows:

1. Open coding: notes and headings were written in the text while doing close reading. The videos were watched as many as necessary by the writers. In this study, the writers used some codes. They were D. Psf, D. Rpt, D. Hyp, D. Mtp, D. Sml, D. Prl, D. Mtnm, D. Allt, and D. Hmn. The letter 'D' stands for the word 'data', and the next letters stand for the type of figurative language, for instance, Psf stands for personification expression. All of the codes are explained below.

- a. D. Psf : Data of personification expression
- b. D. Rpt : Data of repetition expression
- c. D. Hyp : Data of hyperbole expression
- d. D. Mtp : Data of metaphor expression
- e. D. Sml : Data of simile expression
- f. D. Prll : Data of parallelism expression
- g. D. Mtnm : Data of metonymy expression
- h. D. Allt : Data of alliteration expression

i. D. Hmn : Data of homonymy expression

2. Creating categories: in this section, the data were grouped or classified by the writers in particular groups such as personification expression, repetition expression, and so forth.
3. Abstraction: Abstraction means formulating a general description of the research topic through generating categories. In this step, the writers described the results of the research and organized them in the form of narration.

RESULTS AND DISCUSSIONS

The table below showed the types of figurative language found in this study which are used in cosmetic advertisement found on Indonesia television in 2018.

Table 1. Types of Figurative Language

No	Figurative Language	Advertisement
	D. Psf. 1: "Guardian of every pore"	Gatsby (Facial foam)
	D. Rpt. 1: "Strong hair strong her"	Dove (Shampoo)
	D. Rpt. 2: "Make you glow, make it glow"	Pixi (Cushion)
	D. Rpt. 3: "No pore, no worry"	Citra Sakura (Powder cream)
	D. Rpt. 4: "My beauty, my energy"	Pixy (Two way cake powder)
	D. Rpt. 5: "Maybe she's born with it, maybe its meybeline"	Maybeline (Lipstick)
	D. Hyp. 1: "1st styling trend setter"	Lakme (Lakme absolute reinvent)
	D. Hyp. 2: "Perfect series for your beauty perfection"	Viva (Viva series)
	D. Hyp. 3: "Color obsession"	Make Over (Matte lip cream)
	D. Hyp. 4: "No.1 men anti-acne"	Garnier (Face wash)
	D. Hyp. 5: "Truly Asian beauty"	Pixi (Lip cream)
	D. Hyp. 6: "Best beautiful"	Olay (Day cream)
	D. Hyp. 7: "100 years skincare for life, trusted for 100 years"	Nivea (Nivea product)
	D. Hyp. 8: "The only cream that gives complete fairness"	Garnier (Whitening face cream)
	D. Hyp. 9: "There is no mystery. Dove is the No. 1 shampoo"	Dove (Shampoo)
	D. Hyp. 10: "Perfect bright"	Wardah (Moisturizer face cream)
	D. Hyp. 11: "Always stunning"	Mirabella (Lipstick)

	D. Hyp. 12: “Beauty beyond rules”	Make Over (Make Over product)
	D. Mtp. 1: “White is now luminous”	Poise (Whitening day cream)
	D. Mtp. 2: “Beauty is generosity”	Nivea (Face cream)
	D. Sml. 1: “Works like magic”	Silky Girl (BB cream)
	D. Sml. 2: “Hot as ice”	Pantene (Shampoo)
	D. Prll. 1: “Longer, Stronger, Better”	Garnier (Shampoo)

Discussion

Based on the data analysis, there were six types of English figurative languages found in this study used in 23 cosmetic advertisements on Indonesia television in 2018. Those were personification, repetition, hyperbole, metaphor, simile, and parallelism. The most dominant figurative language found in this research was hyperbole. Out of 23 advertisements, twelve of advertisements used hyperbole expression; five advertisements used repetition language; two advertisements employed metaphor expression; two slogans of advertisement used simile language; one advertisement used personification expression and the another one used one parallelism expression .

This finding was also supported by Nugraha (2015) who found that the most figurative language used in advertisement columns of the Jakarta Post was hyperbole. In detail, he found four kinds of figure of speech found in advertisement columns of the Jakarta Post namely hyperbole, alliteration, metaphor, and metonymy.

In line with Nugraha (2015), Fitratunnas (2017) in his research also found that the most dominant expression was hyperbole. In his study, there were 17 sentences containing figurative language in advertisement of the Jakarta post published on Augustus 2nd, 2017 to Augustus 30th, 2017. The study found that there were five kinds of figurative language which appeared in advertisement of the Jakarta Post newspaper, such as alliteration, metonymy, metaphor, simile, and hyperbole.

In addition, Widyanti (2013) found a contradictory finding in her research showing that there were six types of figurative language that commonly appeared in advertisement found in *Harper’s Bazaar* Magazine advertisement and among those types of figurative language, metaphor ranked first. A contradictory result was also found by Zakiyah (2016) who involved 20 selected advertisement taglines from *Indonesia Tatler* magazine. In her research, personification was preferred to use in some advertisements in *Indonesia Tatler* magazine.

There were twelve data that employed hyperbole expression in this research. The functions of hyperbole expression are used to exaggerate

the products' superiority compared to other products and to describe improbable things that can be got or done by using the products. It is in line with the purpose of hyperbole as said by Lingga (2006) that it is an exaggerated and extravagant statement used to make a strong impression, but not intended to be taken literally.

In addition, hyperbole can be an attractive figure of speech in slogan. Overstating the information like in hyperbole and giving a character of animate to an inanimate like in personification cause advertisement slogans to create a strong impression and attraction. The use of the diction on the phrases causes the slogan to sound more lively. Hence, consumers have willingness to buy the products which are being advertised.

There was one data in the advertisements which used personification expression to promote products. Personification expression is used to relate actions of non-living things to human emotion, and personification expression is used to give inanimate objects human attributes. As Kennedy and Gioia (2007) say that personification is a figure of speech in which a thing, an animal, or an abstract term is given human attributes to do an action or shows emotion. Zakiyah (2016) in her research say that personification is assumed to be the most effective way than other figurative language. This figurative language can support and create an interesting meaning since it is reflecting human characteristics into the thing. Personification expression is often used to clarify the description of something or to emphasize a specific characteristic of non-living object.

The use of personification in advertisement slogan gives the sense of convincing the costumers. The feeling of seeing might be the measurement that slogans are attractive and imaginative. It implies by using personification, those slogans which are the inanimates might possible to do something as the animates do. Thus, the customers will have some imaginations toward the brand of the product after seeing the advertisements.

In addition, there were five data in the advertisements which used repetition language. Repetition expression has function to convey important terms that are used to describe the superiority of the products. As mentioned by Keraf (2005), repetition is repeating sound, words or whole of word in sentence for intensifying in suitable context. By repeating the important terms, the advertisers want to make the superiority of the product more salient. Thus, consumers are attracted to

see or read the advertisements and understand easily the message of the advertisements so that they have desire to buy the advertised products.

Moreover, repetition expression is to reveal engaging effect through repeated words. The advertisers repeat a word that can be used to emphasize the idea of the advertisements. As mentioned by Reaske (1996), repetition is a figure of speech using recurrence to reinforce the main point and the message itself. The repeated words can make a simple sentence sound like a dramatic one. It helps advertisers to confirm the functions of the products to the consumers. Thus, the consumers will trust the products as effective way to give solutions to their beauty problems.

Writers use repetition on sounds and rhyme as the way to make the advertisement slogans memorable. The use of repetition in slogan is the possibility of making the slogan easier to remember and more impressive. It can make the slogan stick in people's minds when they hear it repeatedly. Skorupa and Dubovičienė (2015) state that the main idea of any advertising campaign is to make the target costumers remember the transmitted message which is delivered through the slogan. By using that repetition, the advertiser tries to persuade and influence the costumers in order that they will buy the products which are advertised.

In this study, there were two advertisements using metaphor language. The function of metaphor expression is to make a hidden comparison between two things that are different but have some common characteristics between them. Kennedy and Gioia (2005) state that metaphor compares two unrelated things and makes an implicit or hidden comparison that one thing is something else but in real meaning it is not. The comparison is stated indirectly. Metaphor helps advertisers to link the product with image of power, beauty, courage, and joy. Thus, it appeals to the sense of consumers and sharpening their imagination to comprehend what is being communicated to them. In line with Widyanti (2013), she says that the application of metaphor does not only make advertisements attractive but also make them informative and persuasive.

Simile expression is used twice in the advertisement. The function of simile expression is to compare the description of the product with another representative thing directly. According to Keraf (2005, p. 138) simile is a figurative language which has an explicit comparison. The meaning of explicit comparison is to say something directly which is the same with other things. In this way, it needs the way explicitly that shows

similarity. The advertisers give direct description of the results of using the advertised products that are desirable by the consumers. It offers variety in consumers' way of thinking about the functions of the advertised product.

Parallelism expression is used one time in the advertisement. The function of parallelism expression is used to emphasize the products' superiority. Parallelism is the repetition of the same structural pattern (Dyer, 2009). Parallelism does not only emphasize an idea but also add rhythm to a work and make it pleasing to hear or read. The advertiser shows the benefit of the product through short specific words that are easy to understand by consumers.

CONCLUSION AND SUGGESTION

Regarding the explanation in preceding sections, it could be concluded from this research that there were six types of figurative languages found in this study used in cosmetic advertisements on Indonesia television in 2018. From 23 data, the researchers found that all of them used figurative language in various types. The most dominant figurative language that has found in this research was hyperbole. Out of 23 advertisements, twelve of advertisements used hyperbole language, personification expression found in one advertisement, repetition language used in five advertisements, metaphor expression used in two advertisements, simile language used in two advertisements, and one parallelism expression used in advertisement.

Each type of figurative language employed in the advertisements has its functions. The functions of hyperbole expression are to exaggerate the products' superiority compared with other products and to describe improbable things that can be got or done by using the products. Personification expression is used to relate actions of non-living things to human emotion and used to give inanimate objects human attributes. By giving non-living things with human attributes, the advertisers can relate action of objects to consumers' emotions so that their nature and actions are understood in better way. Repetition expression has function to convey important terms that are used to describe the superiority of the products. The advertisers repeat a word that can be used to emphasize the idea of the advertisements. Thus, consumers have desire to buy the advertised products. The function of metaphor expression is to make a hidden comparison between two things that are different but have some

common characteristic between them. The function of simile expression is to compare the description of the product with another representative thing directly. The advertisers give direct description of the results of using the advertised products that are desirable by the consumers. It offers variety in consumers' way of thinking about the functions of the advertised product. The function of parallelism expression is used to emphasize the products' superiority. The advertiser shows the benefit of the product through short specific words that are easy to understand by consumers.

The writers limited this study only to investigate cosmetic advertisements that used English figurative language on Indonesian television in 2018. However, there is also figurative language used in another field of studies, such as in novels, poems, songs, and others. Therefore, it is recommended for other researchers to conduct more studies about figurative language.

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