

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the research results, 35 figurative language data points were identified in Samsung video advertisements uploaded on the YouTube platform. The data were analysed to answer two main problem formulations, namely: (1) the types of figurative language used in Samsung video advertisements; and (2) the function of using figurative language based on Perrine's theory (2018). The types of figurative language found in the data include hyperbole, metaphor, personification, simile, metonymy, and paradox. Of the six types, hyperbole is the most dominant type found.

The analysis was conducted using qualitative descriptive methods and a semantic approach, focusing on the implicit meanings contained in the advertising text. The analysis results show that the use of figurative language in Samsung advertisements functions not only as an aesthetic element but also as a strategic rhetorical tool. Hyperbole, as the most common type of figurative language, found with a percentage of 65.71%, is used to emphasize product features in an exaggerated yet communicative manner. This aims to strengthen emotional appeal (increase emotional intensity), create an imaginative impression (imaginative pleasure), and attract consumer attention through fresh

and unusual expressions. In addition, some data were also found that reflected other functions such as providing additional information (bringing additional imagery) and conveying messages concisely (saying in brief compass). Although the number is limited, these functions indicate that figurative language in advertisements is not only emotional or persuasive. This function also enriches visual images and conveys meaning concisely and efficiently.

Thus, it can be concluded that using figurative language in Samsung's video advertisements serves not solely as an aesthetic element but also plays a strategic role in shaping the product's image and conveying the message more persuasively. Figurative language is a communication medium connecting technological aspects with consumers' emotional experiences, making the advertising message more engaging and memorable. Furthermore, figurative language also contributes to building a symbolic bond between consumers and the product, meaning that consumers understand the product both technically, emotionally and symbolically. These findings contribute to our understanding of the role of linguistic elements in advertising, particularly in shaping perceptions and influencing consumer behaviour. This becomes increasingly relevant in the competitive context of digital marketing, where effective communication strategies are key to brand success.

5.2 Suggestion

After conducting the study, the researcher provides several suggestions. These suggestions are aimed at students, further researchers, and companies interested in using figurative language in advertising. The focus of these

suggestions relates to the types and classifications of figurative language and the function of its use in the context of advertising.

1) The student

For students, the results of this study are expected to be a reference in understanding the application of figurative language in advertising media, especially on YouTube. In addition, this study can also encourage students to be more critical in analysing persuasive messages that appear in advertisements.

2) Future Researcher

Future researcher could explore whether the dominance of certain types of figurative language, particularly hyperbole, and the emotional functions that appear in Samsung advertisements are also found in other product categories, such as cosmetics, vehicles, or food and beverages.

3) The companies or advertising practitioners

Advertisers can use this insight to focus on language that can evoke emotional intensity and imaginative pleasure when designing persuasive messages, so that the information delivered becomes memorable in the minds of consumers.