

A STYLISTIC ANALYSIS OF FIGURATIVE LANGUAGE IN *MARIE CLAIRE* MAGAZINE'S BEAUTY PRODUCT ADVERTISEMENTS

ANALISIS GAYA BAHASA KIASAN PADA IKLAN PRODUK KECANTIKAN DALAM MAJALAH *MARIE CLAIRE*

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Abstract

This study focuses on the figurative language found in *Marie Claire* Magazine's beauty product advertisements issued in January to April 2017. The study first identified the type of Figurative Language found in the magazine. Second, this study explained the function of Figurative Language found in those advertisements. This study employed the mixture of qualitative and quantitative method to analyze the data. The finding of the study shows that, first, there are 5 types of figurative language which found in *Marie Claire* Magazine's Beauty Product Advertisements which are Simile, Metaphor, Synecdoche, Personification and Hyperbole; second, from the 5 Communicative Functions proposed by Shimp (2007), there are only 4 types of function found in the magazine, which are: Informing, Influencing, Reminding and Increasing Salience, and Adding Value.

Keywords: figurative language, *Marie Claire* Magazine, advertisement.

Abstrak

Penelitian ini berfokus pada fenomena bahasa kiasan yang terdapat dalam iklan produk kecantikan dalam majalah *Marie Claire* yang diterbitkan pada Januari sampai April 2017. Penelitian ini secara khusus mengidentifikasi tipe bahasa kiasan yang ditemukan dalam majalah tersebut. Selanjutnya, penelitian ini menjelaskan fungsi bahasa kiasan yang digunakan dalam iklan majalah. Penelitian ini menggunakan metode campuran antara kualitatif dan kuantitatif untuk menganalisis data. Hasil Penelitian menunjukkan bahwa ada 5 tipe bahasa kiasan yang ditemukan dalam iklan produk kecantikan pada majalah *Marie Claire* yakni: Simile, metafora, sinekdoke, personifikasi, hiperbola, dan dari ke-5 Fungsi Komunikatif yang diutarakan oleh Shimp (2007), hanya 4 fungsi yang ditemukan dalam majalah tersebut, diantaranya: Menginformasikan, Mempengaruhi, Mengingat dan Meningkatkan Ciri Khas, serta Menambahkan Nilai.

Kata kunci: bahasa kiasan, Majalah *Marie Claire*, iklan.

INTRODUCTION

Linguistics is the study of human language and their interaction to their society. Language helps people to communicate to each other. This is about conveying messages to others and understanding about one's idea. To communicate ideas, there must be two parties involved in the context: the speaker/writer and the listener/reader. Using a language is simply understood as sending

and receiving information through whatever medium the two parties use. It could be real situational conversations, telephone conversations, social media activities, or printed sources like books, newspapers and magazines. There are also styles involved in communication. The style that is used in communicating is specially meant for different purposes. Language styles in advertisements, for example, are used to

attract prospective consumers.

Advertisements can be found in magazines. A magazine does not only give information about specific subjects but also contains several advertisements in it. Advertisements have already existed in business trades for ages. No wonder that today, an advertisement plays a big role for selling product activity. It is a great way to attract consumers' attention by employing words like in novels and some creative ways, so they will remember the jargons or some other parts of the products. It can also convince new buyers to buy the products being advertised. Commonly, people hesitate to buy products that are less advertised or that they have not heard about them before.

The language of advertisements that is used in magazines is interesting because magazines are designed to be compact and colorful. There are various types of magazines, for example: weekly man magazines, weekly woman magazines, mom and kid magazines. There are other magazines for various segments of people. People read magazines to seek information they need, usually in limited time, and also use this opportunity to look at advertisements related to products they want to buy.

Producers of different products have different ways to promote their goods in magazine. For instance, they will employ particular language styles based on certain purposes. The language styles they use can be

analyzed from the stylistics perspective.

Stylistics, according to Verdonk (2002:4), is the study of language styles. It can also be defined as the analysis of distinctive expressions in language and the description of its purposes and effects. The language of advertisement is designed carefully to leave certain impressions to its readers as their target buyers. Generally, figurative languages are exposed in the advertisements in magazine.

The phenomenon of the use of figurative languages, for example, metaphor, hyperbole, and personification can be found in woman fashion magazines. In this research, *Marie Claire* fashion magazine is used as the source of the data. Specifically, the researcher only focuses on the beauty product advertisements found in the magazine. The researcher chose *Marie Claire* magazine because this monthly woman magazine has been published in 26 countries and read by 15 million people worldwide. This magazine does not only cover fashion, but also includes health, beauty and issues about woman all around the world. However, to limit the discussion, the researcher only focuses on *Marie Claire* magazine published in The United States or the American edition. Other than language styles, the researcher also analyzes the function of figurative language found in the magazine advertisement, especially with regards to how the texts in the advertisements are organized to create certain effects to the readers.

RESEARCH METHOD

Type of The Study

This study used the combination of qualitative and quantitative method, namely mixed-method to explain the phenomenon of language in context by interpreting the data.

Time and Place of The Study

This study is written from August 2017 up to August 2018 in Yogyakarta.

Subject of The Study

The subject of the study was beauty product advertisements found in *Marie Claire* Magazine.

Data, Instrument, and Data Collection Techniques

The form of the data are words, phrases and sentences taken from beauty products advertisement featured in *Marie Claire* Magazine which contain figurative languages in it. The context is the verbal expressions of beauty product advertisements in the magazine. The data source of this research was the print advertisement in *Marie Claire* Magazine which was issued in January 2017 to April 2017.

The main instrument in the study was the researcher herself supported by the data sheets. In this research, the researcher utilized the technique of document and material analysis. In conducting this research, the researcher collected the data through four steps; Reading, Taking notes of lingual units, Transforming the data, and Analyzing the data.

Data Analysis

The data is analyzed following the theory of Figurative Language by Perrine (1977) and Taylor (1981) also the theory of Communicative Function of Advertisement by Shimp (2007). Initially the data were taken from *Marie Claire* Magazine, and then classifying the data into the data sheet, analyzing the classified data based on stylistics theory. Then the researcher did the triangulation technique to avoid errors and mistakes. Finally, drawing the conclusion based on the findings.

DISCUSSION

The findings of the study showed in the form of table.

Table 1 The Frequency of Types of Figurative Language in *Marie Claire* Magazine

No	Types of Figurative Language	Communicative Function				TOTAL
		Informing	Influencing	Reminding and Increasing Salience	Adding Value	
1.	Simile	-	2	-	-	2
2.	Metaphor	2	3	-	1	6
3.	Synecdoche	2	3	-	1	6
4.	Personification	5	1 2	-	1	18
5.	Hyperbole	5	6	3	-	14
TOTAL		1 4	2 6	3	3	46

What is written in the table 1 is that the type of figurative language simile appears two times, metaphor appears six times, synecdoche appears six times, personification appears eight-teen times and hyperbole appears four-teen times. Personification becomes the most frequent type of figurative language appears in the magazine because it is related to the features of advertisement which is to influence people to buy the product. In the table 1, Influencing appears as the frequent type of communicative function found in the magazine followed by Informing which appears four-teen times, Reminding and Increasing Salience which appears three times and function of Adding Value which also appears three times.

1. The Use of Figurative Language in *Marie Claire* Magazine's Beauty Product Advertisements

a. Personification

Personification is the type of figurative language which appeared most frequently in *Marie Claire* magazine's advertisement published in January to April 2017. There are seventeen occurrences found in the advertisement. In personification, human qualities are given to inhuman objects to get a dramatic effect. The examples of personification appeared in the magazine are as follows.

**The take-me-anywhere tan
[for an effortless, flawless looking glow]
Datum 1**

Datum 1 above is considered as personification because the product uses

human's attribute (pronoun: me) in delivering the message in the advertisement. The employment of the word 'me' in the slogan 'take-me-anywhere tan' gives a strong hint of personification. The copywriter portrays the product as if it is a human which can talk and request to be taken to everywhere. Thus, s/he personifies an object. The consumers can take this foundation product anywhere to get the flawless looking glow every time they want to. The slogan also indicates that this product is easy to carry.

b. Simile

The second figurative language found in the *Marie Claire* magazine's beauty product advertisement issued in January to April 2017 is simile. Simile is kind of figurative language that is employed to explain the resemblance of things (in terms of color, shape, or characteristic) using the help of connectors, such as: like, as, similar to, resembles, than, and seems. The examples of simile found in this study are provided.

Lash like a boss.

Big shot volume,
root to tip.
The fully loaded lash is here

Datum 32

The next example of simile found in *Marie Claire* Magazine is the product from **Maybelline** in datum 32. This is a new product of mascara from the company. In the first line of advertisement, we can spot the word 'like' which represented the connector which is the trait of simile. In this

advertisement, human lash is compared to a 'boss'. Boss is associated with the idea of excellent or outstanding. It means that this product is a good product to make the costumers' eyelashes become outstanding. Using the technique of figurative language by comparison, in this case simile, copywriter wants to highlight what is special about their new product, which is great and outstanding mascara.

c. Metaphor

Metaphor is the next type of figurative language found in *Marie Claire Magazine's* Beauty Product Advertisement. There are 5 occurrences of metaphor in the magazine advertisement under the study. As stated before in the Chapter II, metaphor is a figurative language which shows the indirect comparison of things. The indirect comparison is used to show the new and different meaning of something. Examples of metaphor are provided below.

Don't wash your hair. Fuel it.
Strong is beautiful.

Datum 6

The first example of metaphor found in *Marie Claire Magazine* is the product advertisement from **Pantene, in datum 6**. The copywriter employs the use of figurative language by comparison to build the brand image. They try to tell people that their newest product has a good advantage to 'fuel' the costumers' hair. The product is being indirectly compared to the noun 'fuel'. The copywriter describes this new shampoo product as something that can 'fuel' the

hair as if it is oil that can fuel a machine. The use of the word 'fuel' is so unusual for a beauty product advertisement. The word 'fuel' in this advertisement does not literally mean 'giving the power to a machine, but something that can give more nutrition to human's hair for healthy looking hair after using this product.

d. Synecdoche

The next type of figurative language found in the *Marie Claire* magazine beauty product advertisement is synecdoche. Among thirty-four data discussed in the research, synecdoche appears five times. Synecdoche is the type of figurative language which uses part of an individual for the whole, and vice versa. The example of synecdoche is provided below.

Sensitive skin deserves and award-winning cleanser.

Datum 13

Datum 13 is the advertisement of face cleanser named **Simple sensitive skin experts**. The headline of this advertisement is considered as a synecdoche because the word 'skin' here represents human's face. It is stated that this cleanser is the #1 winner of award. If it wins an award, so it can be assumed as the best product. The copy writer wants to associate the product they have to something that is awarded as the best treatment for skin. The association of figurative language is presented as a help for giving more explanation about the product's top feature which is being offered.

e. Hyperbole

The last type of figurative language found in *Marie Claire* Magazine's beauty product advertisement is hyperbole. This is the type of figurative language which uses an excessive expression or word to describe something. The addition of outrageous exaggeration is functional to state the fact of a product or to give emphasize of it. In *Marie Claire* magazine issued in January to April 2017, hyperbole appears eleven times, and becomes the second frequent type of figurative language that appears in the magazine. Below is another example of hyperbole.

Go paint yourself!
Ultra-Precision Tip. High Impact Color that last.
 Because you're worth it.

Datum 5

Datum 5 above is taken from **Loreal Infallible Paint/Lips** advertisement. This datum is categorized as hyperbole because it exaggerates that the color of this lip product can paint the lips longer than any other lip product. It states that the color can last on the lips, so the consumer does not need to worry that their lipstick will fade away while they are doing their activity. The words 'ultra-precisions' and 'high impact color' give the next strong hint of exaggeration of expression in the advertisement.

2. The Functions of the Figurative Language Used in *Marie Claire* Magazine's Beauty Product Advertisements

a. Informing

The basic purpose of advertisement is to inform the product's new features, and furthermore to sell the product. An advertisement must be beneficial to both producer and consumers in terms of sharing information. Through the advertisement campaign from the producers, the prospect consumers could get useful information about the new released products. Meanwhile from the producers' perspective, doing the advertisement campaign is beneficial for their product-selling. Only through an advertisement, the producers could reach a large number of audiences to be influenced to buy or try their products and services. According to the theory proposed in the Chapter II, there are fourteen data identified as having Informing function. Examples of Informing found in *Marie Claire* Magazine are presented in details below.

Pow!
De-aging for the impatient.
 Brighter, even, retexturized skin.

Datum 2

The example presented in datum 2 is considered as Informing because it gives the detail benefits that the consumers will get from using the product. It is clearly stated in the advertisement that the benefits from this product are the brighter and retexturized skin. The advertisement producer does not need to tell their targeted consumers one-by-one about the products' benefits. Through informing, they do two functions all at

once: educating the consumers and promoting the products. The producer shares the valuable usage of their new product to broader audiences.

b. Influencing

Influencing is the second type of advertising function found in the data under the study. To influence the customers' perspective to choose the advertised brand, the advertisement makers or producers need to be on the customer's side. An effective advertisement is expected to be able to influence the costumers to do some kind of actions towards the product (purchasing or using the service). The example of Influencing function is illustrated in the following data.

More power to you
[Firm Skin and Visibly Reduces
Wrinkles for a Younger Look]

Datum 11

The advertisement presented in datum 11 is considered as Influencing the customers because it directly states the word 'you', which refers to the customers. Advertisement should relate to the customers' wants, needs, and values to be considered as effective. The good advertisement is the one that take the costumer's view point.

c. Reminding and Increasing Salience

The third communicative function of advertisement that is found in the *Marie Claire* magazine is Reminding and Increasing Salience. The other function of advertisement is to keep reminding customers about their product. The advertisement should leave a big

impression to the audiences so it can forever remind them to a certain brand or product. The role of advertisement is to keep that mind fresh by releasing new series of product advertisement. Using this technique, the customers will choose a particular product in the situations where they need it. The examples are presented in the following data.

Welcome to a shower in the clouds.
Pump, Spread, Enjoy!

Datum 25

This advertisement is categorized as Influencing the costumers perspective because the advertisement looks like it welcomes a special guest. The advertisement involves the presence of 'costumer' in the advertisement. By involving the presence of customer in the advertisement, the emotional effect could be built. With one-of-a-kind slogan, this liquid soap advertisement will be remembered by the readers of the magazine, which will then become their prospective buyers. The readers might not need the product now, but in the future, after remembering the brand's name, they might select the brand which has a more unique appeal than another brand.

d. Adding Value

The last type of function found in *Marie Claire* magazine issued in January to April 2017 is Adding Value. In order to convince people to try or buy their product, advertisement producers added some value to their product advertisement. Through this type of function a product is seen as more

qualified, more elegant, more prestigious, and so on. The examples are presented in the following data.

DNA or OLAY?

Who needs DNA when you have Olay?

Datum 30

A new advertisement of OLAY is seen as more prestigious as it involves DNA in their slogan advertisement. They position their product equally with DNA, which is known as a basic substance of human being. As for having this product for their beauty treatment, they do not need good DNA anymore to accomplish a great looking face.

CONCLUSION AND SUGGESTIONS

Conclusion

First, here are five types of personification found in the beauty product advertisements, namely: Simile, Metaphor, Synecdoche, Personification, and Hyperbole; and personification is the most frequent type of figurative language appearing in the magazine. Giving the trait of human being to animate things is the easiest way to grab people's attention to an advertisement. By employing personification, the copywriter brings the advertised product to life.

Second, among the five communicative functions of advertisement, there are only four types found in *Marie Claire* magazine beauty product advertisement. The most frequent advertising function appear in the magazine is the Influencing function. An advertisement influences people's perspective towards

something (product, campaign, etc) and carries a mission on converting people who read the advertisement to become prospect costumers of a product.

Suggestions

1. To Other Researchers

It is suggested that the linguistics student conduct the same topic in stylistics, especially figure of speech because there are still many objects that can be analyzed using the relevant theories, for example advertising in Billboards, newspaper or audio-visual advertisement on television or online platform as well as YouTube.

2. To Readers in General

After reading this research, people are expected to be aware of the figurative language used in the advertisement that exists on their surroundings. Moreover, people realize that figurative language is not only applied on the literary work but also exist in advertisement. At the end, they could be understood for what purposes a figurative language is used in daily conversations.

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