

CHAPTER I

INTRODUCTION

1.1 Background of The Research

Being social beings, humans develop relationships with other people via their interactions. Speaking with one another is one way to interact. In order to interact with one another, a person, a group of people (a social group or community), or many communities must create and use information through the process of communication. Humans require a tool called language to accomplish this.

The characteristics of language as a sign of the sound system that (Chaer, 1995) lists include arbitrary, productive, dynamic, diversified, and compassionate. There is substantial consensus among linguists regarding several significant aspects of human language; instances of this consensus can be demonstrated by defining a language that is commonly used in linguistics. According to this specific definition, language is a system of arbitrary vocal symbols that are employed in human communication (Finocchiaro, 1989). Given that it uses both the terms "system" and "arbitrary," the definition is somewhat ambiguous. Nevertheless, some of this redundancy can be justified because it makes some points easier to understand than they otherwise would have been (Wardhaugh, 1972).

Language is a symbolic system in which words are conventionally linked to things, concepts, and behaviors; for example, "a rose by any other name would smell as sweet." The phrase "language as human" alludes to the fact that the type of system that piques our interest is unique to humans and differs greatly from the communication systems found in other living forms. Nonhuman communication systems differ from human languages. "Communication" is the final phrase related to language. It indicates that communication takes place through language (Wardhaugh, 1972). While communication through language is obviously possible, language itself has never been fully defined. The most often used definition of language is that it is a learnt, creative means of communication that is neither stereotyped nor finite. When we talk about creativity, we usually mean that language has no bounds. There are three human communication systems, which is relevant to the human communication system. The three systems take the shapes of gesture, writing, and speech. Speech is the primary form of communication for most individuals. Speaking,

conversation, discussion, storytelling, radio, television, and other sound-based expressions are examples of spoken language. On the other hand, writing makes it possible to preserve conversations over time and place, and its significance in the history of humanity and in intricate civilizations cannot be overstated. Written language is any expression that is created in writing, including books, essays, journals, letters, periodicals, novels, comic books, newspapers, and more. Gesture's function is less clear. Naturally, it may take the place of speech as the primary mode of communication among the deaf, but for most others, it serves as a valuable addition to speech. When combined, these systems enable us to communicate with nuanced meaning in a range of contexts (Crane, 1981).

In communicating feelings, ideas, or thoughts in the form of spoken or written language, people use their language styles. Style refers to selecting the linguistic forms to convey social or artistic effects and acts as a set of instructions (Chaika, 1982). Therefore, language style is a way of expressing someone's thoughts through language (Keraf, 2010). Although everyone has language to communicate with other people. But, everyone has own style to express what he or she say or want with language. Basically, someone has language style and their language style is different with other. Language style that use person has mean to say what they meant and person who hear able to understand. Language style that use person, make person different with other and everyone has language style when communication.

In the globalization era, mass media have an important role to deliver news and other kinds of information to the public. Mass media as communication media has many functions; one of them is being medium to those who want to sell products through advertising. Advertising has been used for a long time in trade. Nowadays, advertising plays a great role in business; it can be one of the best tools to get the consumers' attention. No wonder if many advertising of any products are easily to be found everywhere.

For individuals to become their customers, companies must use the media to spread the word about their products. The reason commercials are the most well-known form of mass media is that so many businesses utilize them to achieve certain goals. These days, readers are so accustomed to seeing advertisements that they would find it strange to wonder what they are. We rarely stop to consider the nature of advertising as a discourse or as a system of language use whereby, on a daily basis, vast numbers of readers have brief "conversations" with the authors of innumerable texts,

despite the fact that it is all around us—possibly because it is all around us. Advertising can include writings intended to improve the perception of a person, group, or organization. It is not limited to the commercial marketing of branded products.

The notion that advertisements are straightforward texts that function on a single level has been called into question as a result of this process; rather, advertising texts are perceived as potentially involving complex notions of audience, where readers must exert significant effort to decode messages and comprehend various address relationships.

Advertisements are defined by (Gilson & Berkman, 1986) as the persuasive communication medium that aids businesses in achieving marketing goals. Companies should create the greatest advertisement using the most appropriate linguistic style in order to satisfy this need. Based on the advertisement definition above, it can be concluded that advertisements are a form of informational communication conveyed through various media channels.

Advertisements typically contain persuasive content that is creative, concise, appealing, and communicative, aiming for viewers or readers to grasp the message easily. Advertisers should select compelling words to engage people, encouraging them to read, observe, and respond. This requires creativity in choosing language that is both provocative yet suitable for audience. When creating an effective advertisement, advertisers need to carefully choose words that align with the context to convey the intended message. This involves using both literal and non-literal language. Literal language directly expresses the intended meaning to the audience, while non-literal language goes beyond the literal or dictionary definition.

According to Saeed (2005, p. 15), figurative language encompasses non-literal expressions, described by various rhetorical terms such as metaphor, irony, metonymy, synecdoche, hyperbole, and litotes. This indicates that figurative language is frequently utilized in non-literal communication.

Nordquist (2010) explains that figurative language is commonly associated with literature, particularly poetry. However, it is also prevalent in everyday life, appearing in our writing and conversations. In essence, figurative language can be found in various forms of communication, including speeches, poems, songs, and advertisements.

Sweeney (2010) states that figurative language, along with its various forms, is employed in

writing to express emotions, generate mental imagery, and sometimes even alter reality. It enhances descriptions and adds depth to writing. By creating unique images that differ from conventional perceptions, figurative language aims to make sentences more engaging and vivid.

In this research, the author will focus on issues such as diction or word choices, types of figurative language employed, and the advertising styles used in various video advertisements on IKEA's YouTube channel. One example of a case that the author found was an IKEA furniture advertisement which used various media to disseminate its advertisements. IKEA uses various media such as social media Instagram, YouTube, articles and advertisements on TV.

What makes the author interested in researching IKEA is because IKEA is a well-known brand throughout the world and even has branches in all continents of the world. Apart from that, the products offered are very interesting and unique. The use of brand names for their products is quite unique where they use Swedish as their product names and also using a figurative language on advertisements to persuade their customer and gives it its own characteristics as a furniture brand. The preceding consideration leads the researcher to conduct a study on “Figurative Language Analysis of Advertising furniture Across Five Continents on Ikea's Youtube Channels”.

1.2 Problem Statement

In accordance with the concept of figurative language which has been described in the background above, the concept is that in an advertisement is an important thing to conveying a message to the audience with the aim of creating consumers' goodwill, creating consumer awareness and product differentiation, making sales, and reinforce existing behavior. Apart from that, figurative language is used to persuade people to buy a company's products. This mean that businesses including the advertisers are expected to know what kinds of figurative language are appropriate to convince the consumers.

In delivering its advertisements, a furniture company from Sweden, namely IKEA, creates advertisements with different advertising styles in each advertisement in various countries on its YouTube account. The language styles in advertisements certainly have various delivery styles in accordance with the theory of (Wells, 2011) which states that there are nine types of advertising language styles used to convey messages.

From this background and concept, it seems that there is a correlation in describing the figurative

language and style of advertisements made by the Swedish company, IKEA. Hence, from the background of this research above, the researcher concludes that there are two questions that will be the main focuses on this research:

1. What kinds of figurative language are found in the advertisement of representative countries from five continents Ikea's YouTube Channel?
2. What kinds of advertisement style are found in the advertising furniture of representative countries from five continents Ikea's YouTube Channel?

1.3 Objective of The Research

Based on the formulation of the research question above, the researcher is intended:

1. To identify what kinds of figurative language are found in the advertisement of representative countries from five continents Ikea's YouTube Channel
2. To find out what kinds of advertisement style are found in the advertisement of representative countries from five continents Ikea's YouTube Channel

1.4 Significances of The Research

In analyzing figurative language of advertising furniture across five continents on Ikea's youtube channels, theoretically this research functions to explain about figurative language in an advertisement. This aims to provide knowledge to readers who want to understand more about figurative language in advertisements, especially advertisements on YouTube. Apart from that, this research also provides knowledge about the types of language styles used in advertising. Practically, this research can be used as a reference for other researchers increasing similar writing in the form of figurative language in advertising.

1.5 Conceptual Framework

This research aims to examine two main issues. The first is to find out what kinds of figurative language are found in the advertising furniture of representative countries from five continents Ikea's YouTube Channel and to find out what kinds of advertisement style are found in the advertisement of representative countries from five continents Ikea's YouTube

Figurative language has a special significance due to its use of various connotative meanings. In this research, the author focuses on ten types of figurative language based on Gorys Keraf's theory: simile, metaphor, personification, hyperbole, irony, metonymy, climax, synecdoche, euphemism, and alliteration.

1.5.1 Simile

According to Keraf (2010, p. 138), a simile is a form of figurative language that compares two fundamentally different things by highlighting their similarities. It directly juxtaposes one thing with another, using words such as "like," "same," "as," and similar terms to explicitly show the resemblance. Similes are often employed to help someone grasp a concept or gain a clearer understanding of the nature of something. They enrich writing by adding emotion and vivid imagery.

Example: "Your laughter is like music to my ears."

1.5.2 Metaphor

Keraf (2010, p. 139) explains that a metaphor compares two fundamentally different things to convey an idea more vividly and powerfully. This implicit comparison does not use words like "like" or "as." Within a metaphor, there are two elements: the reality, which is the actual object or idea being considered, and the comparison made to this object or idea.

Example: "Her eyes were diamonds."

1.5.3 Personification

Keraf (2010, p. 140) states that personification is a stylistic device that attributes human characteristics to non-human entities, such as objects or animals, making them behave like humans. In other words, it involves using language to make an object or idea perform actions typically associated with people.

Example: "You can hear the tree whisper in the dark."

1.5.4 Hyperbole

Keraf (2010, p. 135) describes hyperbole as a form of figurative language that involves making exaggerated statements about amount, size, or characteristics to emphasize a point or situation, thereby enhancing its impression and effect. Hyperbole can be used in various ways to achieve different effects, such as adding humor, seriousness, fantasy, or restraint, and can be either persuasive or non-persuasive (Perrine, 1969).

Example: “I could sleep for a year.”

1.5.5 Irony

Keraf (2020, p. 142) explains that irony is a technique where the intended meaning or purpose differs from the literal meaning of the words used. In other words, it involves using language to express the opposite of what the words typically signify.

Example: “A cat-lover being allergic to cats.”

1.5.6 Metonymy

Keraf (2010, p. 142) states that metonymy is a rhetorical device in which one word is used to represent something closely related to it. This could involve substituting the inventor for their invention, the owner for their possessions, the effect for the cause, and vice versa.

Metonymy involves substituting one detail or aspect with something related to it (Perrine, 1969). In other words, it replaces one name with another closely associated with it. Similarly, Abrams and Harpham (2012) explain that metonymy attributes the literal name of one item to another closely connected to it due to their frequent association in common experience.

Example: “I need a job so I can start making some bread/dough.”

Bread/dough is refers to “money”.

1.5.7 Climax

Keraf (2010, p. 124) states that climax is a rhetorical device where words, phrases, or clauses are organized in ascending order of significance. Derived from a periodic sentence, this language style involves a sequence of thoughts that progressively increase in importance within the context.

Example: “It's a bird. It's a plane. It's Superman!”

1.5.8 Synecdoche

Keraf (2010, p. 142) describes synecdoche as a figure of speech where a part represents the whole (pars pro toto) or the whole represents a part (totum pro parte). This technique enhances visual imagery and enriches the reader's experience.

Example: “Ryan got some new wheels!”

It means Ryan got a new car.

1.5.9 Euphemism

Keraf (2010, p. 132) defines euphemism as a stylistic device that involves using a more polite or gentle expression in place of one that might be considered impolite or unpleasant.

Example: “Passed away” instead of “died”

1.5.10 Alliteration

Keraf (2010, p. 130) explains that alliteration is the repetition of the same consonant sound at the beginning of words in close proximity. This figure of speech, commonly used in poetry and prose, enhances the beauty of a sentence or emphasizes particular words.

Example: “The child bounced the ball at the backyard barbeque.”

Overall, language in advertising is carefully designed to attract attention, communicate the benefits of a product or service, and persuade consumers to take action, ultimately driving sales and brand engagement. The reason the author chose IKEA as the research object was for several reasons. IKEA is a multinational company known for its innovative approach to furniture and home furnishings retail. Founded in Sweden in 1943 by Ingvar Kamprad, the company has expanded globally and become one of the world's largest furniture retailers. Here's a detailed overview of IKEA:

First, the story of IKEA begins in the small village of Älmhult, Sweden, where Ingvar Kamprad started selling household items such as pens, wallets and photo frames. The name "IKEA" is an acronym taken from Ingvar Kamprad's initials, combined with the first letters of Elmtaryd, the

farm where he grew up, and Agunnaryd, his hometown. In its early years, IKEA focused on mail order sales before shifting to furniture retailing. Second, IKEA's success is largely due to its unique business model, characterized by self-assembled furniture, flat packaging, and large warehouse-style stores. By designing furniture that is easy for customers to ship and assemble, IKEA reduces production costs and passes savings on to consumers. Additionally, the company offers a variety of affordable and stylish products, making modern design accessible to many people. Third, IKEA offers a wide range of products for every room in the home, including furniture, home accessories, kitchenware, textiles and lighting. The company's product offerings are renowned for their functional design, Scandinavian aesthetic, and practicality. Additionally, IKEA is committed to sustainability and offers eco-friendly products made from renewable materials. Fourth, IKEA stores are designed to provide customers with a unique shopping experience. Typically, stores have showrooms that display fully furnished rooms and vignettes, allowing customers to visualize how the products can be integrated into their own homes. The shops also include a market where customers can buy small goods and a restaurant serving Swedish dishes such as meatballs and lingonberry sauce. Fifth, over the years, IKEA has expanded its presence worldwide and operates stores in more than 50 countries. The company's international success is due to its ability to adapt its product offering and retail strategy to various markets while maintaining its core values of affordability, quality and sustainability. Sixth, IKEA's company culture is rooted in Swedish heritage and values such as simplicity, frugality and egalitarianism. The company prioritizes a flat organizational structure, encourages employee empowerment, and fosters a culture of innovation and creativity. And the last, IKEA is committed to sustainability and has implemented various initiatives to minimize environmental impact. This includes responsible sourcing of raw materials, investment in renewable energy, and encouraging recycling and waste reduction. In recent years, IKEA has also introduced initiatives such as buyback programs and rental services to promote circular consumption.

It is concluded that IKEA is not just a furniture retailer but a global brand known for its affordable and stylish products, innovative business model and commitment to sustainability. Through its unique retail experience, diverse product range and strong company culture, IKEA continues to shape the way people live and furnish their homes around the world. Currently IKEA has many YouTube account channels to promote their products throughout the world, including: IKEA Singapore, the official YouTube channel for IKEA Singapore provides content in English tailored

to consumers in Singapore. It features decoration ideas, product promotions, and tutorials relevant to the Singapore market. IKEA Japan, the IKEA Japan YouTube channel offers content in English targeted at consumers in Japan. It includes assembly tutorials, product promotions, and home decor ideas suitable for a Japanese audience. IKEA Taiwan, the IKEA Taiwan YouTube channel provides English-language content for consumers in Taiwan. The exhibition features decoration ideas, assembly guides and product promotions relevant to the Taiwanese market. IKEA China, the IKEA China YouTube channel may also offer English-language content aimed at consumers in China. Although the primary language of communication may be Mandarin, some videos may include English subtitles or English-language content intended for an international audience. IKEA India, the IKEA India YouTube channel can provide English language content for consumers in India. It may feature decoration tips, product showcases and other relevant content in English to cater to India's diverse linguistic landscape. IKEA Australia's official YouTube channel offers a variety of content tailored to the Australian market. You can find decorating ideas, assembly tutorials, product information and promotions targeted at Australian consumers. You can directly search "IKEA Australia" on YouTube or visit the IKEA Australia website for a direct link to their channel. IKEA UK & Ireland: The official YouTube channel for IKEA in the UK and Ireland offers content in English aimed at consumers in the region. It includes decorating ideas, product displays, assembly tutorials and promotional videos tailored to the UK and Ireland market.

1.6 Research Problem

IKEA has a YouTube account to promote their products, especially on the European continent. They are IKEA Netherlands, IKEA Netherlands may have an English language YouTube channel that provides content for consumers in the Netherlands. While the primary language may be Dutch, some videos may include English subtitles or content specifically aimed at international audiences. IKEA Germany, IKEA Germany may also offer English-language content on its YouTube channel, which caters to consumers in Germany. While most content may be in German, some videos may include English subtitles or content targeted at international audiences. IKEA France, the IKEA France YouTube channel may provide English-language content along with French content, offering decorating ideas, product showcases and assembly tutorials for consumers in France and possibly other international audiences. IKEA Italy, IKEA Italy may have English sections or videos with English subtitles on its YouTube channel, catering to consumers in Italy and possibly other international audiences. And last continent is American. There's IKEA USA, IKEA's official

YouTube channel in the United States offers content in English aimed at American consumers. It includes decorating ideas, product showcases, assembly tutorials, and promotional videos tailored to the US market. IKEA Canada, the IKEA Canada YouTube channel provides English-language content for consumers in Canada. It features decorating tips, product information, assembly guides, and promotional offers targeted at Canadian consumers. IKEA Mexico, IKEA Mexico may also have English sections or videos with English subtitles on its YouTube channel, catering to consumers in Mexico and possibly other international audiences.

To find out the answer of those two questions the researcher uses Well's theory which states that there are nine styles of advertisement to formulate the messages, namely a hard sell, soft sell, lecture and drama, straightforward, the demonstration, the problem solution, the slice of life, the spokesperson, and comparison. This is also strengthened by the theory of Thomas and Wareing which states that there are several ways of using language style in communication. People possess themselves in relation to other by the way they talk in different kinds of interaction. People don't always talk exactly in the same way all the time: they don't always use the same grammatical forms Thomas and Wareing (1999, p. 146). Therefore, Chaika (1982, p. 31) argues that speakers give a great deal of information about themselves just by words, grammar, and pronunciation they choose both unconsciously and consciously. Thus, the listeners have the same interpretation as the speaker's style, but the information reveals to the listener such as the speaker's social group, educational background, or regional affiliation. The style markers of a particular social group or region may be deliberately used for other purposes, it will make the listeners have some meanings of words such as emotional definitions that can be attached from the style of speakers.

Language style refers to the selection of linguistic forms to convey a social message or artistic effect. In communicating, people usually use formal or informal language, depending on the situation in which they communicate with other people. This style also tells listeners to accept what is being said, whether it is serious, ironic, funny, or vice versa. From the statement above, people can understand that style is the way people convey an idea or message. An idea or message will be more easily accepted if we know the conditions and style used by the speaker or writer. This means how the speaker or writer expresses his ideas or messages formally or informally, events in a serious, ironic or humorous style. Dyer states that style not only carries some of the same linguistic features in regional dialects and social differentiation patterns but also shows correlation with other social factors (Dyer, 2004). From Dyer's statement above, it is clear that

style displays a correlation between social factors and the language used by society. This means that people can predict what style they will use in their communication according to the current situation.

According to William Wells, there are nine types of language styles of advertisement, there are:

1.6.1 Hard Sell

Hard sell refers to the rational informational message designed to touch the mind and create a response based on logic (Wells, 2011). Also, it convinces the consumers to buy because the product is excellent, better, or best. A hard sell style is more persuasive than a soft sell.

1.6.2 Soft Sell

Soft sell uses an emotional message, and it is designed around an image intended to create a response based on feeling and attitude (Wells, 2011).

1.6.3 Lecture and Drama

Lecture and drama which combines serious and structured instruction and character's story in some situation (Wells, 2011).

1.6.4 Straightforward

Straightforward means the advertiser conveys messages without using any gimmicks. The messages are more rational than emotional (Wells, 2011).

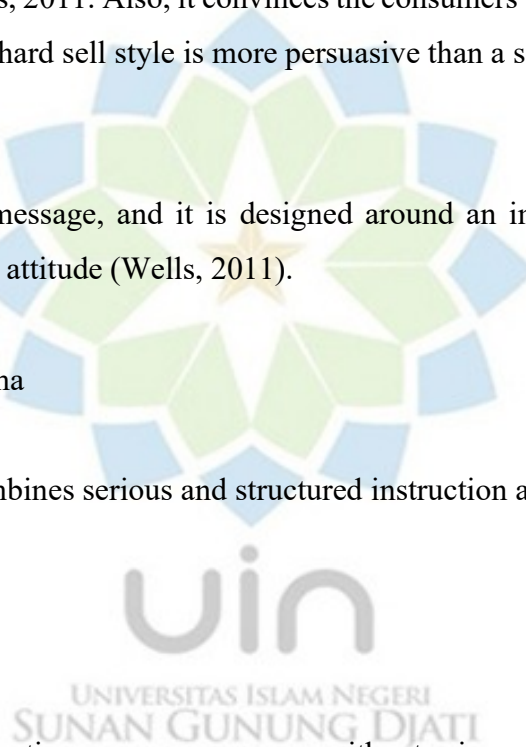
1.6.5 Demonstration

Demonstration refers to how the messages are delivered. Emphasizing the product's functions (Wells, 2011).

1.6.6 Problem Solution

Problem Solution is used for smoothly advertising a particular product (Wells, 2011).

1.6.7 The Slice of Life



The Slice of Life places the audiences in the position over hearing of where the problems are stated and resolved (Wells, 2011).

1.6.8 The Spokesperson

The Spokesperson uses famous people to speak and promoting the products (Wells, 2011).

1.6.9 Comparison

Comparison which refers to the way to compare a particular product to another (Wells, 2011).

1.7 Previous Findings

In representing its products, IKEA provides a way to attract consumers' attention so that they are interested in their products, namely by creating advertisements with various attractive advertising language styles. An example can be seen in the IKEA advertisement which promotes its products on the IKEA USA YouTube account with the title "Room to Grow" using a soft sell advertising language style. For example in the sentence "Create a space that creates even more space", "And make living with a roomie feel a lot more roomy". These two sentences aim to attract consumers' attention in an emotional way and do not show the product directly. The soft-sell advertising language style uses an emotional message and it is designed around an image intended to touch the heard and to create a response based on feeling and attitude. The message presents with subtle, intriguing, and ambiguous illustrations of how advertisements sell moods and dreams more than a product feature. On other things, though, as in a number of earlier experiments, researcher has discovered:

First, the study "Using Figurative Language in Cosmetic Advertisements on Indonesian Television" by Mastura Sofyan, Zulfadli A. Aziz, and Bukhari Daud. This research investigates the use of figurative language in cosmetic advertisements broadcasted on Indonesian television. The study aims to identify the types of figurative language commonly used and analyze their effectiveness in enhancing the appeal and memorability of the advertisements. By examining various commercials, the researchers highlight the prevalence of rhetorical devices such as metaphors, similes, hyperbole, and personification. The findings suggest that these linguistic techniques play a significant role in capturing viewers' attention, conveying persuasive messages,

and creating a strong brand image. The study concludes that the strategic use of figurative language in advertising can significantly influence consumer perceptions and drive marketing success.

Second, "The Meaning of Figurative Language in Advertisement Columns of The Jakarta Post from November Until December 2013" by Bagus Nugraha. This research explores the use and meaning of figurative language in advertisement columns of The Jakarta Post over a two-month period from November to December 2013. The study aims to identify the types of figurative language utilized in these advertisements and interpret their significance in the context of advertising. By analyzing a selection of ads, the researcher examines how rhetorical devices like metaphors, similes, hyperbole, and personification are employed to enhance the persuasiveness and effectiveness of the advertisements. The findings reveal that figurative language is strategically used to attract readers' attention, convey compelling messages, and create memorable impressions. The study concludes that understanding the meaning and function of figurative language in advertisements can provide valuable insights into advertising strategies and consumer engagement.

Third, "Analysis of Figurative Language Used in English Slogans of Commercial Beverage Products" by Ekoyono and Rohmah Desi (2019). This study examines the use of figurative language in English slogans of commercial beverage products. The researchers aim to identify the types of figurative language employed in these slogans and analyze their effectiveness in conveying brand messages and attracting consumer attention. By scrutinizing a variety of beverage product slogans, the study identifies common rhetorical devices such as metaphors, similes, hyperbole, and personification. The findings indicate that the use of figurative language in slogans plays a crucial role in creating memorable and impactful brand messages. The research concludes that figurative language enhances the appeal persuasiveness of slogans, thereby contributing to the overall marketing success of beverage products.