

## **CHAPTER IV**

### **FINDINGS AND DISCUSSION**

This chapter contains the findings and the discussion regarding the research question about language style in digital advertisement.

#### **A. Findings**

In these findings, the researcher presents information obtained from social media, Instagram's advertisement. The researcher uncovered twenty data that correspond to language style characteristics in advertising. There are two research questions that have to be answered in this research. The first is about the types of language style used in digital advertisement and the second is about the types of meaning contained in digital advertisement.

##### **1. Types of Language Style in Digital's Advertisement**

This section presents the research findings, which were conducted based on the first research question, about the types of language style used in digital advertising specifically in Instagram. Based on the findings, it is found that language styles that are used in digital advertisement, specifically in Instagram, are metonymy, personification, alliteration, metaphor, hyperbole, ellipsis, prolepsis, assonance, and simile.

Table 4.1.1 Types of Language Style in Instagram's Advertisement

No	Types of Language Style	Data	Total
1	Metonymy	<i>“Do You Wanna Have <u>Sebum Less Skin</u>? Yes! I’m Here”</i> (datum 1)	10
		<i>“Unleash Your Natural Beauty: <u>Natural Korean Look</u>”</i> (datum 2)	
		<i>“Instantly Heal Your <u>Sensitive Skin Signs</u>”</i> (datum 3)	
		<i>“8 shades for all the <u>babes</u>”</i> (datum 4)	
		<i>“Healthy lips with <u>Herr</u>: Forever Seamless”</i> (datum 7)	
		<i>“<u>Skinveil</u> Cover Concealer: Blend Seamlessly on Skin, Like Undetectable Layer Effect”</i> (datum 9)	
		<i>“<u>Daebak</u> Promo! For Your <u>Kwang</u> Skin”</i> (datum 14)	
		<i>“The Realest Lightweight Essence Cushion: The First Essence <u>Cushion</u> in Indonesia”</i> (datum 17)	
		<i>“Radiate that <u>K-Pop Idol Glow</u> with Azarine Makeup!”</i> (datum 18)	
		<i>“True Beauty Inside Cushion”</i> (datum 19)	
2	Personification	<i>“Do You Wanna Have Sebum Less Skin? Yes! <u>I’m</u> Here”</i> (datum 1)	5
		<i>“Unleash Your <u>Natural Beauty</u>: Natural Korean Look”</i> (datum 2)	
		<i>“<u>Eyes</u> Tell Everything”</i> (datum 10)	
		<i>“Glow up your <u>shine</u>”</i> (datum 15)	
		<i>“Discover the top rated products your <u>skin</u> deserves”</i> (datum 20)	

No	Types of Language Style	Data	Total
3	Alliteration	“ <u>M</u> akeup <u>M</u> y <u>M</u> ind” (datum 5)	5
		“ <u>G</u> et Your <u>G</u> lowing <u>G</u> oddess” (datum 6)	
		“ <u>S</u> kinveil <u>C</u> over <u>C</u> oncealer: Blend <u>S</u> eamlessly on <u>S</u> kin, <u>L</u> ike <u>U</u> ndetectable <u>L</u> ayer <u>E</u> ffect” (datum 9)	
		“ <u>L</u> ip My <u>L</u> ife <u>C</u> onfidently: Velvet Texture Soft <u>M</u> atte <u>F</u> inish” (datum 12)	
		“ <u>F</u> or Your <u>P</u> hoto-Ready, <u>P</u> lumpy Lips: Lip <u>V</u> inyl” (datum 13)	
4	Metaphor	“ <u>M</u> akeup <u>M</u> y <u>M</u> ind” (datum 5)	4
		“ <u>E</u> yes <u>T</u> ell <u>E</u> verything” (datum 10)	
		“ <u>L</u> ip My <u>L</u> ife <u>C</u> onfidently: Velvet Texture Soft <u>M</u> atte <u>F</u> inish” (datum 12)	
		“ <u>T</u> he <u>J</u> uiciest <u>L</u> iptint is <u>B</u> ack in <u>S</u> tock!” (datum 16)	
5	Hyperbole	“ <u>I</u> nstantly <u>H</u> eal Your <u>S</u> ensitive <u>S</u> kin <u>S</u> igns” (datum 3)	3
		“ <u>G</u> et Your <u>D</u> ewy <u>G</u> lowing <u>S</u> kin in <u>5</u> <u>D</u> ays” (datum 8)	
		“ <u>T</u> he <u>J</u> uiciest <u>L</u> iptint is <u>B</u> ack in <u>S</u> tock!” (datum 16)	
6	Elipsis	“ <u>N</u> o <u>F</u> ear of <u>S</u> ..shine: <u>B</u> etter <u>P</u> rotection” (datum 11)	1
7	Prolepsis	“ <u>N</u> o <u>F</u> ear of <u>S</u> ..shine: <u>B</u> etter <u>P</u> rotection” (datum 11)	1
8	Assonance	“ <u>8</u> <u>S</u> hades for <u>A</u> ll the <u>B</u> abes” (datum 4)	1
9	Simile	“ <u>S</u> kinveil <u>C</u> over <u>C</u> oncealer: Blend <u>S</u> eamlessly on <u>S</u> kin, <u>L</u> ike <u>U</u> ndetectable <u>L</u> ayer <u>E</u> ffect” (datum 9)	1
10	Euphemism	-	0

### a. Metonymy

Table 4.1.1.1 Metonymy in Instagram's Advertisement

No	Types of Language Style	Data	Total
1	Metonymy	<i>"Do You Wanna Have <u>Sebum Less Skin</u>? Yes! I'm Here"</i> (datum 1)	10
		<i>"Unleash Your Natural Beauty: <u>Natural Korean Look</u>"</i> (datum 2)	
		<i>"Instantly Heal Your <u>Sensitive Skin Signs</u>"</i> (datum 3)	
		<i>"8 shades for all the <u>babes</u>"</i> (datum 4)	
		<i>"Healthy lips with <u>Herr</u>: Forever Seamless"</i> (datum 7)	
		<i>"<u>Skinveil</u> Cover Concealer: Blend Seamlessly on Skin, Like Undetectable Layer Effect"</i> (datum 9)	
		<i>"<u>Daebak</u> Promo! For Your <u>Kwang Skin</u>"</i> (datum 14)	
		<i>"The Realest Lightweight Essence Cushion: The First Essence <u>Cushion</u> in Indonesia"</i> (datum 17)	
		<i>"Radiate that <u>K-Pop Idol Glow</u> with Azarine Makeup!"</i> (datum 18)	
		<i>"True Beauty Inside Cushion"</i> (datum 19)	

#### Datum 1 - *"Do you wanna have sebum less skin? Yes! I'm here"*

Metonymy is a way to represent something by referencing an associated concept or part of it. In datum 1 which the sentence is *"Do You Wanna Sebum Less*

*Skin? Yes! I'm Here*”, the example of metonymy can be found in the “sebum less skin” phrase. Here, “*sebum less skin*” uses metonymy by referring to the desired condition of the skin, clear and oil-free, using “*sebum less*,” where “*sebum*” is a component of the skin's natural oil. It uses a part (sebum) to represent the whole (clear skin). In this instance, “*sebum*” is a specific component of the skin's natural oil, so using “*sebum*” to represent clear or oil-free skin is a form of metonymy, emphasizing the absence of excess oil, which is a common skincare goal.

#### **Datum 2 - “*Unleash Your Beauty: Natural Korean Look*”**

Metonymy occurs in the “*natural Korean look*” phrase. In this case, “*natural Korean look*” is a metonym for a beauty style associated with Korean culture. It is using the term “*natural Korean look*” to symbolize or represent a broader set of beauty standards, practices, or products related to the Korean beauty industry. The phrase “*natural Korean look*” implies a specific type of beauty aesthetic often associated with Korean skincare and makeup trends, characterized by a natural, youthful, radiant appearance.

#### **Datum 3 - “*Instantly Heal Your Sensitive Skin Signs*”**

Metonymy occurs in the “*sensitive skin signs*” phrase. In this case, “*sensitive skin signs*” serves as a metonym for the problems, issues, or manifestations typically associated with sensitive skin. It uses the term “*sensitive skin signs*” to represent a broader range of skin-related concerns or symptoms associated with sensitive skin, such as redness, irritation, and dryness. The phrase

implies that using the product being advertised will address or alleviate these issues associated with sensitive skin, symbolizing the broader concept of skincare improvement for individuals with sensitive skin.

**Datum 4 - “8 Shades for All the Babes”**

Metonymy occurs in the “*babes*” word. In this word, “*babes*” is a metonym for the target audience, specifically young women or individuals interested in makeup and beauty products. It's using a related term “*babes*” to represent a broader group of people, the intended consumers of the 8 shades of makeup. In this context, “*babes*” serves as a representative term, standing in for the broader audience that the advertisement is addressing. It's a way to speak directly to the demographic they are targeting in a casual and familiar manner.

**Datum 7 - “Healthy Lips with Herr: Forever Seamless”**

Metonymy occurs in the word “*Herr*”. Metonymy involves substituting the name of an attribute, feature, or related concept for the actual thing intended. In this case, “*Herr*” as the brand name is being used to represent the brand itself, making it a metonymic usage. The brand name “*Herr*” is standing in for the broader concept of the brand, its products, values, or reputation.

**Datum 9 - “Skinveil Cover Concealer: Blend Seamlessly on Skin, Like Undetectable Layer Effect”**

Metonymy occurs in the word “*skinveil*”. In this case, “*skinveil*” is a metonymy representing a broader category or brand of cosmetics related to skin coverage or concealing imperfections. “*skinveil*” is used to indirectly refer to the line or brand of cosmetics related to skin coverage or concealing, emphasizing the product's purpose and association with achieving a flawless skin appearance.

**Datum 14 - “*Daebak Promo! For Your Kwang Skin*”**

Metonymy occurs in the phrases “*kwang skin*” and “*daebak promo*”. In this case, the term “*kwang skin*” is used to symbolize or represent a broader concept associated with radiant, bright, or glowing skin. It's like using a characteristic “*kwang*” to represent a quality or attribute of radiant skin. Furthermore, the use of “*daebak promo*” as a form of metonymy where “*daebak*” is used to symbolize or represent the concept of something outstanding or extraordinary, similar to how “*awesome*” would be used in English. The metonymy lies in using a specific word associated with a strong positive sentiment to represent a broader concept, in this case, an exceptional promotion.

**Datum 17 - “*The Realest Lightweight Essence Cushion: The First Essence Cushion in Indonesia*”**

Metonymy occurs in the phrase, “*essence cushion*”. In this case, the use of “*essence cushion*” as a metonym is to represent a specific type of makeup product. “*Essence cushion*” refers to a makeup foundation or base product that typically comes in a cushion compact. This makeup is known for containing skincare

essence, providing not only coverage but also skincare benefits. The phrase encapsulates the essence of the product, lightweight makeup infused with skincare elements, conveying the idea that it's more than just a regular foundation. The use of “*essence cushion*” associates the product with its unique features and benefits, enhancing its appeal to the audience.

**Datum 18 - “*Radiate that K-Pop Idol Glow with Azarine Makeup!*”**

Metonymy occurs in the phrase, “*K-Pop idol glow*”. In this case, the use of “*K-Pop idol glow*” as a metonym to represent the high standards of makeup artistry and the desired makeup look by referencing K-Pop idols and signifies the makeup style that is popular in the K-Pop culture. The metonymy of “*K-Pop idol glow*” is for a specific type of radiant, flawless, and fashionable makeup look often associated with K-Pop idols. K-Pop idols are known for their impeccable makeup, especially when performing on stage or in music videos. By using this metonym, the phrase associates Azarine Makeup with achieving a makeup look that mirrors the flawless and radiant appearance of K-Pop idols, suggesting that using Azarine Makeup can help the user attain a similar level of glamour and confidence.

**Datum 19 - “*True Beauty Inside Cushion*”**

Metonymy occurs in the phrase, “*true beauty inside*”. In this case, the use of “*true beauty inside*” as a metonym to represent the product's qualities and benefits. It implies that using this cushion will bring out the user's inner beauty or enhance their overall appearance, suggesting that the beauty achieved is more than



just superficial. The phrase uses “*true beauty inside*” to encapsulate the essence of the product - a makeup cushion that enhances one's natural beauty. By using this metonym, the phrase associates the product with its intended effect on the user, highlighting the goal of achieving genuine, authentic beauty through using this particular makeup cushion.

### b. Personification

Table 4.1.1.2 Personification in Instagram’s Advertisement

No	Type of Language Style	Data	Total
2	Personification	“ <i>Do You Wanna Have Sebum Less Skin? Yes! <u>I’m</u> Here</i> ” (datum 1)	5
		“ <i>Unleash Your <u>Natural Beauty</u>: Natural Korean Look</i> ” (datum 2)	
		“ <i><u>Eyes</u> Tell Everything</i> ” (datum 10)	
		“ <i>Glow up your <u>shine</u></i> ” (datum 15)	
		“ <i>Discover the top rated products your <u>skin</u> deserves</i> ” (datum 20)	

#### Datum 1 - “*Do you wanna have sebum less skin? Yes! I’m here*”

Personification is observed in the phrase “*Yes! I’m here,*” where the affirmative response is imbued with human-like qualities of presence and readiness. This personification suggests that a product or solution is eagerly available and ready to assist in achieving “*sebum less skin*”. It gives the product a sense of agency, as if it can actively respond to skincare needs.

**Datum 2 - “Unleash Your Beauty: Natural Korean Look”**

Personification occurs through the phrase “*unleash your beauty*,” attributing the action of “*unleashing*” to the abstract concept of “*beauty*”. This implies that beauty can be unleashed, as if it were a living entity or a force to be set free. This adds a dynamic and engaging quality to the phrase, emphasizing the idea of revealing or enhancing one's beauty, invoking a sense of empowerment and excitement.

**Datum 10 - “Eyes Tell Everything”**

Personification is observed through the attribution of the action “*tell*” to “*eyes*”. Assigning the ability to “tell” to the eyes implies that the eyes possess human-like capacity to communicate or reveal information, adding a figurative layer to the advertisement and emphasizing the significance of the eyes in conveying a message.

**Datum 15 - “Glow up your shine”**

Personification occurs in the word, “*shine*”, attributed with the ability to “*glow up*” which is a term often associated with personal growth or enhancement. The word, “*shine*” is being personified as if it has the capacity to improve or enhance itself, which is not literally possible for an abstract concept.

**Datum 20 - “Discover the Top-Rated Products: Your Skin Deserves”**

Personification occurs in the phrase “*your skin deserves*”, attributing human-like qualities of desire and worthiness to the skin, an inanimate biological organ. The word “*deserves*” is particularly notable, evoking a sense of worthiness or merit, implying that the skin is deserving of something beneficial, such as high-quality skincare products.

### c. Alliteration

Table 4.1.1.3 Alliteration in Instagram’s Advertisement

No	Type of Language Style	Data	Total
3	Alliteration	“ <u>M</u> akeup <u>M</u> y <u>M</u> ind” (datum 5)	5
		“ <u>G</u> et Your <u>G</u> lowing <u>G</u> oddess” (datum 6)	
		“ <u>S</u> kinveil <u>C</u> over <u>C</u> oncealer: Blend <u>S</u> eamlessly on <u>S</u> kin, Like Undetectable <u>L</u> ayer Effect” (datum 9)	
		“ <u>L</u> ip My <u>L</u> ife Confidently: Velvet Texture Soft Matte Finish” (datum 12)	
		“For Your <u>P</u> hoto-Ready, <u>P</u> lumpy Lips: Lip Vinyl” (datum 13)	

#### Datum 5 - “*Makeup My Mind*”

Alliteration is a literary device where a series of words in a sentence or phrase have the same initial consonant sound. It’s a technique often used in poetry, slogans, or prose to create rhythm and musicality. In datum 5 in which the sentence is, “*Makeup My Mind*” contains alliteration. In the phrase, the “*m*” sound is

repeated at the beginning of each word “*makeup*”, “*my*”, and “*mind*” creating a pleasing rhythm and sound pattern.

**Datum 5 - “*Get Your Glowing Goddess*”**

Alliteration occurs in the sentence, “*get your glowing goddess*” with the repetition of “g” sounds in the beginning of “*get*”, “*glowing*” and “*goddess*”. This repetition of the consonant sound amplifies the emphasis on radiance and illumination, echoing the idea of achieving a glowing complexion. The alliteration of the “g” sound is not only pleasing to the ear but also serves a stylistic purpose. It creates a rhythmic and memorable quality to the phrase, making it catchy and reinforcing the notion of attaining a luminous and glowing goddess.

**Datum 9 - “*Skinveil Cover Concealer: Blend Seamlessly on Skin, Like Undetectable Layer Effect*”**

Alliteration occurs in the phrases, “*cover concealer*” and “*seamlessly on skin*” with the repetition of “c” and “s” sounds in the beginning of both phrases. Alliteration adds a rhythmic and poetic quality to the phrase, drawing attention to these key terms and contributing to the overall aesthetic appeal of the product description.

**Datum 12 - “*Lip My Life Confidently: Velvet Texture Soft Matte Finnish*”**

Alliteration occurs in the phrase, “*lip my life*” with the repetition of the “L” sound at the beginning of both words, “*lip*” and “*life*”. The repetition of the “L”

sound at the beginning of “*lip*” and “*life*” emphasizes and draws attention to these words, creating a pleasing and rhythmic effect.

**Datum 13 - “For Your Photo-Ready, Plumpy Lips: Lip Vinyl”**

Alliteration occurs in the phrase, “*photo-ready, plumpy lips*” with the repetition of the “*p*” sound at the beginning of phrases, “*photo-ready*” and “*plumpy lips*”. Alliteration occurs when the same consonant sound is repeated at the beginning of adjacent or closely connected words, creating a rhythmic and harmonious effect which in this case, the “*p*” sound is repeated, drawing attention to the qualities of the lips and the product being described.

**d. Metaphor**

Table 4.1.1.4 Metaphor in Instagram’s Advertisement

No	Type of Language Style	Data	Total
4	Metaphor	“ <u>Makeup</u> My Mind” (datum 5)	4
		“ <u>Eyes</u> Tell Everything” (datum 10)	
		“Lip My <u>Life</u> Confidently: Velvet Texture Soft Matte Finish” (datum 12)	
		“The Juiciest <u>Liptint</u> is Back in Stock!” (datum 16)	

**Datum 5 - “Makeup My Mind”**

A metaphor is a figure of speech in which a word or phrase is applied to an object or action to which it is not literally applicable. In datum 5, in which the sentence is “*Makeup My Mind*”, metaphor can be found in the word “*makeup*”. In this case, the word “Makeup” is being used metaphorically to suggest the act of deciding or coming to a conclusion, as if one is making up their mind, but with a play on words related to cosmetics (makeup). It implies making a decision or choice in a clever and catchy manner, aligning with the context of the advertisement.

#### **Datum 10 - “Eyes Tell Everything”**

Metaphor occurs in the word “*eyes*”. In this case, “*eyes*” are being metaphorically equated to “*everything*”. The metaphor here suggests that the eyes are like a window into a person's thoughts, emotions, or state of being. It implies that the eyes can communicate or reveal a great deal about a person without explicitly saying anything. This comparison emphasizes the powerful expressive nature of the eyes. By stating that “*eyes tell everything*”, it conveys that the eyes are not just organs for vision but also tools for understanding and insight into a person's feelings, intentions, or character. It's a way to emphasize the depth and richness of communication that can be conveyed through the eyes.

#### **Datum 12 - “*Lip My Life Confidently: Velvet Texture Soft Matte Finish*”**

Metaphor occurs in the phrase “*lip my life*”. The word “*lip*” is used here as a verb, and it metaphorically suggests taking an active, assertive, and confident role in shaping and living one's life. By using the word “*lip*” as a verb, the phrase

encourages the idea of confidently and boldly navigating and embracing one's journey, decisions, and experiences, much like the act of applying lipstick can symbolize enhancing one's appearance and confidence.

**Datum 16 - “*The Juiciest Liptint is Back in Stock!*”**

Metaphor occurs in the phrase “*the juiciest liptint*”. This phrase uses “*juiciest*” as a metaphor to convey the idea that the lip tint implies a high level of desirability, likening the desirability of the lip tint to the desirability of something juicy. This adds a sense of allure and appeal to the product.

**e. Hyperbole**

Table 4.1.1.5 Hyperbole in Instagram’s Advertisement

No	Type of Language Style	Data	Total
5	Hyperbole	“ <i>Instantly Heal Your Sensitive Skin Signs</i> ” (datum 3)	3
		“ <i>Get Your Dewy Glowing Skin in <u>5 Days</u></i> ” (datum 8)	
		“ <i>The Juiciest Liptint is Back in Stock!</i> ” (datum 16)	

**Datum 3 - “*Instantly Heal Your Sensitive Skin Signs*”**

Hyperbole is an exaggeration or overstatement that is not meant to be taken literally. In datum 3 which the sentence is, “*Instantly Heal Your Sensitive Skin Signs*”, the word “*instantly*” is an example of hyperbole, suggesting an exaggerated speed or immediacy in healing sensitive skin signs. The word “*instantly*” is used to

emphasize the quick and effective healing that the product is claiming to provide for signs of sensitive skin. While the product might offer fast relief, the term “*instantly*” is an exaggerated claim designed to emphasize the product's effectiveness and encourage the consumer to consider the product as a rapid solution.

**Datum 8 - “*Get Your Dewy Glowing Skin in 5 Days*”**

Hyperbole occurs in the phrase “*5 days*”. Similar to what happened in datum 3, the phrase conveys the idea that the product offers fast results, the term “*5 days*” is an exaggerated claim designed to emphasize the product's effectiveness and encourage the consumer to consider the product as a rapid solution.

**Datum 16 - “*The Juiciest Liptint is Back in Stock!*”**

Hyperbole occurs in the phrase, “*the juiciest liptint*”. In this case, describing the lip tint as “*the juiciest*” is an exaggeration to emphasize its desirability, quality, or popularity. It's highly unlikely that the lip tint is literally “*juicy*”. Instead, this term is used to heighten the impression of how attractive or appealing the product is.



### f. Ellipsis

Table 4.1.1.6 Ellipsis in Instagram's Advertisement

No	Type of Language Style	Data	Total
6	Ellipsis	<i>"No Fear of <u>S..shine</u>: Better Protection"</i> (datum 11)	1

#### Datum 11 - *"No Fear of S..shine: Better Protection"*

An ellipsis is a form of writing that involves leaving out a portion of a sentence yet is able to understand. In datum 11, in the phrase *"no fear of s..shine"* there is an ellipsis where the word *"sunshine"* blocked some of it by the product leaving *"s..shine"*. However, within the context, it is still understood what the advertiser wants to deliver. A portion of the word has been omitted for stylistic or dramatic effect, leaving it to the reader's interpretation.

### g. Prolepsis

Table 4.1.1.7 Prolepsis in Instagram's Advertisement

No	Type of Language Style	Data	Total
7	Prolepsis	<i>"<u>No Fear</u> of S..shine: Better Protection"</i> (datum 11)	1

#### Datum 11 - *"No Fear of S..shine: Better Protection"*

Prolepsis is a literary device that involves the anticipation and addressing of potential objections or counterarguments in advance. In datum 11, the sentence *"no*

*fear of s..shine*” employs prolepsis in a wider context, employing a prospective or anticipatory linguistic structure. It initiates with negation, “*no fear of*”, followed by the introduction of the anticipated positive outcome or advantage, namely, “*better protection*” This sentence fosters an expectation of certitude and confidence, effectively conveying to the audience the anticipation of a heightened protective effect. Moreover, this way of talking hints that you'll be really well protected and feel safe.

#### **h. Assonance**

Table 4.1.1.8 Assonance in Instagram’s Advertisement

No	Type of Language Style	Data	Total
8	Assonance	“8 <i>Shades</i> for All the <i>Babes</i> ” (datum 4)	1

#### **Datum 4 - “8 Shades for All the Babes”**

Assonance is the repetition of vowel sounds within words, and in this sentence, the vowel sound /eɪ/ is repeated in the words “*shades*” and “*babes*”. Specifically, the “*a*” sound in “*shades*” (/ʃeɪdɪz/) and the “*a*” sound in “*babes*” (/beɪbz/) create an assonant relationship, contributing to the phonetic similarity and rhythm within the sentence.

#### **i. Simile**

Table 4.1.1.9 Simile in Instagram’s Advertisement

No	Type of Language Style	Data	Total
9	Simile	<i>“Skinveil Cover Concealer: Blend Seamlessly on Skin, Like Undetectable Layer Effect”</i> (datum 9)	1

### **Datum 9 - “Skinveil Cover Concealer: Blend Seamlessly on Skin, Like Undetectable Layer Effect”**

A simile is a figure of speech used to compare two unlike things, typically using “like ”or “as” to establish the comparison. In this research, there is only one data found containing simile. In datum 9 which the sentence is, *“Skinveil Cover Concealer: Blend Seamlessly on Skin, Like Undetectable Layer Effect”*, simile can be found in phrase, *“like undetectable layer effect”*. In this case, the simile is expressed with *“like”*. The simile highlights how the concealer blends with the skin by comparing it to the effect of an *“undetectable layer”*. This comparison conveys the idea that applying the concealer is as smooth and inconspicuous as having an undetectable layer on the skin, emphasizing a natural and flawless result. It suggests that just as an undetectable layer would seamlessly merge or integrate, so does this concealer on the skin. It reinforces the message of a smooth and imperceptible application.

## **2. Types of Meaning in Instagram’s Advertisement**

This section presents the research findings, which were conducted based on the second research question, about the types of language meaning contained in digital advertisement specifically in Instagram. Based on the findings, it is found

that language meaning that is contained in digital advertisement, specifically in Instagram, are connotative, affective, thematic, social, conceptual and reflective.

Table 4.1.2 Types of Meaning in Instagram's Advertisement

No	Types of Meaning	Data	Total
1	Connotative	<i>"Get Your Glowing Goddess"</i> (datum 6)	5
		<i>"Lip My Life Confidently: Velvet Texture Soft Matte Finish"</i> (datum 12)	
		<i>"For Your Photo-Ready, Plumpy Lips: Lip Vinyl"</i> (datum 13)	
		<i>"Glow up your shine"</i> (datum 15)	
		<i>"True Beauty Inside Cushion"</i> (datum 19)	
2	Affective	<i>"Do You Wanna Have Sebum Less Skin? Yes! I'm Here"</i> (datum 1)	4
		<i>"No Fear of S..shine: Better Protection"</i> (datum 11)	
		<i>"Daebak Promo! For Your Kwang Skin"</i> (datum 14)	
		<i>"The Juiciest Liptint is Back in Stock!"</i> (datum 16)	
3	Thematic	<i>"Instantly Heal Your Sensitive Skin Signs"</i> (datum 3)	4
		<i>"Makeup My Mind"</i> (datum 5)	
		<i>"Eyes Tell Everything"</i> (datum 10)	
		<i>"The Realest Lightweight Essence Cushion: The First Essence Cushion in Indonesia"</i> (datum 17)	
4	Social	<i>"Unleash Your Natural Beauty: Natural"</i>	3

No	Types of Meaning	Data	Total
		<i>Korean Look</i> ” (datum 2)	
		“ <i>8 shades for all the babes</i> ” (datum 4)	
		“ <i>Radiate that K-Pop Idol Glow with Azarine Makeup!</i> ” (datum 18)	
5	Conceptual	“ <i>Healthy lips with Herr: Forever Seamless</i> ” (datum 7)	3
		“ <i>Get Your Dewy Glowing Skin in 5 Days</i> ” (datum 8)	
		“ <i>Discover the top rated products your skin deserves</i> ” (datum 20)	
6	Reflective	“ <i>Skinveil Cover Concealer: Blend Seamlessly on Skin, Like Undetectable Layer Effect</i> ” (datum 9)	1
7	Collocative	-	0

#### a. Connotative Meaning

Table 4.1.2.1 Connotative Meaning in Instagram’s Advertisement

No	Types of Meaning	Data	Total
1	Connotative	“ <i>Get Your Glowing Goddess</i> ” (datum 6)	5
		“ <i>Lip My Life Confidently: Velvet Texture Soft Matte Finish</i> ” (datum 12)	
		“ <i>For Your Photo-Ready, Plumpy Lips: Lip Vinyl</i> ” (datum 13)	
		“ <i>Glow up your shine</i> ” (datum 15)	
		“ <i>True Beauty Inside Cushion</i> ” (datum 19)	

**Datum 6 - “Get Your Glowing Goddess”**

Connotative meaning in advertising aims to create emotional connections, convey brand image, and influence consumer perceptions through the use of implied or associated meanings. The sentence “*get your glowing goddess*” has the connotation of achieving a luminous, radiant, and empowered beauty akin to a goddess. It appeals to individuals seeking enhancement and transformation, aligning with the marketing goals of beauty and skincare products. The word “*goddess*” conjures up connotations of femininity, divinity, and grace. It connects the desired beauty to a higher, goddess-like level, implying that achieving this radiance will make one feel as empowered and beautiful as a goddess. The phrase encourages individuals to aspire to a standard of beauty often associated with mythical or divine figures, amplifying the sense of desirability and allure.

**Datum 12 - “Lip My Life Confidently: Velvet Texture Soft Matte Finish”**

The phrase “*lip my life confidently: velvet texture soft matte finish*” carries a connotative meaning deeply rooted in empowerment and sophistication. “*Lip my life confidently*” conveys a sense of empowerment and self-assuredness. The phrase signifies taking control of one's expression and confidence through enhancing the lips, implying that by enhancing one's lips, they can project a confident and assertive persona. This linguistic choice resonates with the audience's aspiration for products that not only enhance their physical appearance but also bolster their self-confidence, ultimately communicating a message of empowerment and bold self-expression.

Furthermore, “*velvet texture soft matte finish*” adds a layer of connotative meaning associated with luxury and elegance. The term “*velvet texture*” evokes feelings of softness, smoothness, and opulence, suggesting a high-quality and opulent lip product. Coupled with “*soft matte finish*”, it implies a sophisticated and refined aesthetic. This connotation emphasizes the product's luxurious nature, appealing to individuals seeking a premium and sophisticated lip product.

**Datum 13 - “*For Your Photo-Ready, Plumpy Lips: Lip Vinyl*”**

The phrase “*for your photo-ready, plumpy lips: lip vinyl*” embodies a connotative meaning centered on enhancement and aesthetics. “*Photo-ready*” conveys a desire for lips that are not just attractive in everyday life but are also primed to look appealing and captivating in photographs. This underlines the aspiration for a refined and visually pleasing lip appearance that translates well in pictures, reflecting the contemporary emphasis on being photogenic and put-together. Complementing this, “*plumpy lips*” suggests a desire for fullness and volume, indicating an aesthetic aspiration for lips that are plump and attractive, aligning with current beauty standards that celebrate lush and well-defined lips.

Moreover, “*lip vinyl*” imparts a connotative meaning associated with a sleek and modern aesthetic. The term “*vinyl*” evokes a sense of smoothness and glossiness, hinting at a desire for lips that are not only visually appealing but also possess a polished and fashionable allure. This phrase taps into the contemporary trend of glossy and sheen finishes for lips, connecting with the audience's yearning for a chic and stylish appearance.

**Datum 15 - “Glow Up Your Shine”**

The phrase “*glow up your shine*” encompasses a connotative meaning that revolves around positive transformation and enhancement. The term “*glow up*” implies an optimistic journey of improvement and growth, often associated with one's appearance, confidence, or style. It signifies a desire for positive change and personal evolution towards a more radiant and improved version of oneself. This phrase taps into the emotional aspirations of the audience, encouraging them to aspire to betterment and fostering a sense of optimism and eagerness for self-improvement.

Furthermore, “*your shine*” adds an element of luminosity and radiance to the connotation. “*Shine*” implies a natural and inherent glow that draws attention, suggesting the enhancement of one's innate qualities. It conveys the idea of accentuating one's unique traits and standing out, encouraging individuals to embrace and showcase their individual radiance.

**Datum 19 - “True Beauty Inside Cushion”**

The phrase “*true beauty inside cushion*” encapsulates a connotative meaning that aligns with positive evaluation and aspiration. “*True beauty*” conveys an emotionally charged notion of authentic and genuine aesthetic enhancement. It aims to resonate with the audience's desire for more than surface-level improvements, hinting at a deeper and more authentic transformation. This phrase



speaks to the individual's aspiration to achieve beauty that is genuine and true to themselves, appealing to their emotional and intrinsic desires for enhancement.

Moreover, the term “*inside cushion*” amplifies the connotative meaning by suggesting innovation and a unique approach to beauty enhancement. The word “*inside*” implies a depth and essence of beauty that is enclosed within the cushion, alluding to a novel methodology or advanced technology. It creates an impression of groundbreaking solutions that promise a new and innovative way to attain beauty.

#### b. Affective Meaning

Table 4.1.2.2 Affective Meaning in Instagram’s Advertisement

No	Types of Meaning	Data	Total
2	Affective	“ <i>Do You Wanna Have Sebum Less Skin? Yes! I’m Here</i> ” (datum 1)	4
		“ <i>No Fear of S..shine: Better Protection</i> ” (datum 11)	
		“ <i>Daebak Promo! For Your Kwang Skin</i> ” (datum 14)	
		“ <i>The Juiciest Liptint is Back in Stock!</i> ” (datum 16)	

#### Datum 1 - “*Do You Wanna Sebum Less Skin? Yes! I’m Here*”

The phrase “*Do You Wanna Sebum Less Skin? Yes! I’m Here*” is strategically designed to elicit a strong affective response from the audience. The use of a direct question, “*do you wanna sebum less skin?*”, engages individuals emotionally by triggering curiosity about the possibility of achieving improved

skin. It prompts the audience to reflect on their skincare desires, drawing them into the advertisement with an active and engaged mindset. The affective impact here is centered on engagement and curiosity, creating an immediate connection between the audience and the skincare solution being presented.

Moreover, the phrase masterfully employs the affirmative response, “*Yes! I’m Here*”, which provides a reassuring and comforting affective experience. This response assures the audience that a solution is available and ready to address their skincare concerns. It instills confidence and a sense of support, generating a positive emotional reaction and reinforcing the message that the advertised product is attentive to the audience's skincare needs.

#### **Datum 11 - “*No Fear of Sunshine: Better Protection*”**

The phrase “*No Fear of Sunshine: Better Protection*” strategically instills a powerful affective response in the audience. The use of “*No Fear of Sunshine*” immediately reassures and imbues confidence, evoking a sense of security regarding sun exposure. It assures the audience that the product offers effective protection against the potential harm caused by the sun, cultivating a positive emotional reaction rooted in a feeling of safety and assurance. This phrase effectively addresses a common concern and fear associated with sun exposure, resonating with the audience's desire for reliable and dependable protection.

Furthermore, the addition of “*Better Protection*” enhances the affective impact by reinforcing the theme of safety and reassurance. It conveys a commitment to enhanced protective measures, providing the audience with an elevated level of

confidence in the product's ability to safeguard their skin. The affective meaning here emphasizes empowerment and control, fostering a sense of self-assurance and control over their well-being.

**Datum 14 - “*Daebak Promo! For Your Kwang Skin*”**

The phrase “*Daebak Promo! For Your Kwang Skin*” masterfully crafts an affective impact that revolves around excitement and personalization. “*Daebak*” immediately sets an enthusiastic tone, drawing on Korean terminology to evoke excitement and impressiveness. This choice of word is strategic in capturing attention and generating anticipation, instilling a sense of enthusiasm about the promotional offer being presented. The audience is likely to feel a surge of eagerness and curiosity to delve further into the promotion, propelled by the upbeat and vibrant connotations of “*Daebak*”.

Furthermore, the phrase “*For Your Kwang Skin*” takes the affective meaning a step further by personalizing the message directly to the reader. The use of “*Your*” implies a direct connection, making the audience feel individually valued and understood. “*Kwang Skin*” adds an element of allure, suggesting radiant and glowing skin, which taps into the emotional desires of the audience for healthy and beautiful skin.

**Datum 16 - “*The Juiciest Liptint is Back in Stock!*”**

The sentence “*The Juiciest Liptint is Back in Stock!*” resonates with an affective impact that emphasizes excitement and anticipation. The declaration that

the product is “*Back in Stock!*” infuses a sense of thrill and expectation, suggesting that this particular lip tint is in high demand and has finally become available once again. The use of the exclamation mark amplifies this feeling of excitement, urging the audience to act promptly. It triggers a sense of urgency and eagerness to make a purchase, ensuring they don't miss out on the sought-after product, thus enhancing the affective response.

Moreover, describing the product as “*The Juiciest Lip tint*” adds an affective layer of desirability and allure. The word “*Juiciest*” evokes imagery of a highly attractive and appealing product. It hints at the lip tint's luscious and appealing qualities, sparking an emotional response of desire and want. This linguistic choice triggers a positive affective reaction, fostering an emotional connection with the audience and stimulating their interest in acquiring the product.

### c. Thematic Meaning

Table 4.1.2.3 Thematic Meaning in Instagram's Advertisement

No	Types of Meaning	Data	Total
3	Thematic	“ <i>Instantly Heal Your Sensitive Skin Signs</i> ” (datum 3)	4
		“ <i>Makeup My Mind</i> ” (datum 5)	
		“ <i>Eyes Tell Everything</i> ” (datum 10)	
		“ <i>The Realest Lightweight Essence Cushion: The First Essence Cushion in Indonesia</i> ” (datum 17)	

**Datum 3 - “*Instantly Heal Your Sensitive Skin Signs*”**

Thematic meaning in advertisements revolves around conveying a central idea, message, or theme that captures the essence of the product, encouraging brand recall and message retention. The phrase “*Instantly Heal Your Sensitive Skin Signs*” accompanied by a visual of a woman with redness in her face communicates a compelling thematic message. The use of “*Instantly*” underscores a theme of speed and efficacy, suggesting the product offers rapid relief for sensitive skin concerns. It taps into the contemporary pace of life, appealing to individuals seeking quick and effective solutions for their skin issues. Moreover, the phrase emphasizes skin health and well-being, as it conveys the idea of healing sensitive skin signs. This aligns with the overarching theme of promoting skin wellness, resonating with those eager to address their skin sensitivities and discomfort.

#### **Datum 5 - “*Makeup My Mind*”**

The phrase “*Makeup My Mind*” accompanied by the visual of a woman with closed eyes surrounded by makeup products encapsulates a thematic message centered around choice and personal expression. The phrase implies a process of decision-making and selection related to makeup, emphasizing the thoughtful consideration of various makeup products and styles. It hints at the importance of individual choice and the creative act of curating a personalized makeup look. The visual complements this theme, portraying a moment of contemplation and decision as the woman is enveloped in her thoughts about makeup, underlining the significance of selecting makeup that aligns with one's unique identity and preferences.

**Datum 10 - “*Eyes Tell Everything*”**

The phrase “*Eyes Tell Everything*”, accompanied by the visual of scattered eye makeup products, encapsulates a thematic focus on the communicative power and artistic expression of eye makeup. It conveys the notion that eyes can communicate a myriad of emotions and messages, making them a potent means of non-verbal expression. The word “*tell*” implies that eyes possess the ability to convey thoughts and feelings, emphasizing the idea that eye makeup enhances and magnifies this communication. This aligns with contemporary perspectives where eye makeup isn't merely a cosmetic application but a form of self-expression, enabling individuals to convey their personality, moods, and style through creatively crafted eye looks. Moreover, the visual representation of scattered eye makeup products amplifies a thematic theme of artistry and individuality. It portrays eye makeup as an art form, showcasing the diverse array of products available and the creative potential they offer. Each product signifies a canvas for artistic expression, reinforcing the idea that eye makeup allows for experimentation and personalized styles.

**Datum 17 - “*The Realest Lightweight Essence Cushion: The First Essence Cushion in Indonesia*”**

The phrase “*The Realest Lightweight Essence Cushion: The First Essence Cushion in Indonesia*”, accompanied by the visual of flying cushions, encapsulates a thematic focus on innovation and authenticity. The phrase underlines a pioneering

spirit, emphasizing that this product is the first of its kind in Indonesia. This signifies a theme of innovation, appealing to a consumer base eager for novel and groundbreaking beauty solutions. Moreover, the term “*the realest*” amplifies the theme of authenticity, assuring consumers of the product's genuineness and reliability. This aligns with the contemporary consumer's inclination towards transparent and trustworthy beauty offerings, enhancing the product's appeal and credibility.

In addition, the phrase conveys a theme of effortless usage and comfort. The description “*lightweight essence cushion*” underscores the product's ease of application and the convenience it offers. It aligns with the modern lifestyle where consumers seek beauty products that seamlessly integrate into their daily routines without causing any inconvenience. The visual of flying cushions complements this theme, symbolizing lightness and ease, reinforcing the notion of a product that effortlessly fits into one's beauty regimen.

#### **d. Social Meaning**

Table 4.1.2.4 Social Meaning in Instagram’s Advertisement

No	Types of Meaning	Data	Total
4	Social	“ <i>Unleash Your Natural Beauty: Natural Korean Look</i> ” (datum 2)	3
		“ <i>8 shades for all the babes</i> ” (datum 4)	
		“ <i>Radiate that K-Pop Idol Glow with Azarine Makeup!</i> ” (datum 18)	

**Datum 2 - “*Unleash Your Beauty: Natural Korean Look*”**

The analysis of language meaning in the observed digital advertisements, “*Unleash Your Beauty: Natural Korean Look*” highlights significant societal and cultural implications resulting from founded social meaning in the sentence. Social meaning in advertisements involves conveying messages that reflect societal norms, aspirations, or the cultural context in which the product is positioned. The phrase “*Natural Korean Look*” not only reflects a specific beauty aesthetic tied to Korean culture but also signifies a broader global influence, indicating a widespread appreciation for Korean beauty standards. It emphasizes the desire to emulate this aesthetic worldwide, showcasing the pervasive influence of beauty standards beyond national boundaries. Moreover, the phrase encourages cultural awareness and inclusivity by appreciating diverse beauty standards, underlining the importance of acknowledging and celebrating various cultural aesthetics. This linguistic strategy aligns with consumer-driven marketing, which utilizes popular trends, such as the “*Natural Korean Look*”, to attract a broader audience and shape prevailing beauty ideals.

#### **Datum 8 - “8 Shades for All the Babes”**

The phrase “*8 shades for all the babes*” contain social meaning through the word “*babes*”. By using the term “*babes*”, the language adopts a colloquial and endearing tone, appealing to a youthful and modern demographic. This choice of words not only implies a sense of community but also suggests that the product, likely makeup shades, is tailored to suit a diverse range of individuals. The mention of “*8 shades*” emphasizes variety and inclusivity, signifying a wide array of options



that cater to different preferences and skin tones. Moreover, the use of a numeral enhances the informal and engaging nature of the phrase, aligning with contemporary advertising strategies that resonate with a socially active audience.

**Datum 18 - “Radiate that K-Pop Idol Glow with Azarine Makeup”**

The phrase “Radiate that K-Pop Idol Glow with Azarine Makeup” encapsulates a vibrant array of social meanings, most notably delving into the influence of popular culture on beauty ideals. Rooted in the cultural phenomenon of K-Pop, the term “K-Pop idol glow” speaks to a broader societal fascination with the flawless and radiant complexions often associated with K-Pop idols. This reflects a deep-seated aspiration to embody the perceived perfection and glamour symbolized by these idols. The use of “K-Pop” in the phrase underscores the extensive impact of Korean popular culture on a global scale, highlighting the far-reaching influence of beauty standards originating from a specific culture. The phrase embodies the desire for a beauty aesthetic that transcends national borders, showcasing the power of cultural trends in shaping contemporary beauty ideals.

**e. Conceptual Meaning**

Table 4.1.2.5 Conceptual Meaning in Instagram’s Advertisement

No	Types of Meaning	Data	Total
5	Conceptual	“Healthy lips with Herr: Forever Seamless” (datum 7)	3
		“Get Your Dewy Glowing Skin in 5 Days” (datum 8)	

No	Types of Meaning	Data	Total
		<i>“Discover the top rated products your skin deserves”</i> (datum 20)	

**Datum 7 - “Healthy Lips with Herr: Forever Seamless”**

The phrase *“healthy lips with Herr: forever seamless”* embodies a conceptual meaning focused on well-being and enduring quality. *“Healthy lips”* distinctly conveys the conceptual notion of optimal lip condition and well-being. It signifies the importance of maintaining lips in a good, ailment-free state, aligning with the audience's aspiration for lip care products that prioritize their health. This part of the phrase directly addresses the fundamental desire for lip care, emphasizing the audience's wish for nourished and healthy lips.

Moreover, *“forever seamless”* extends the conceptual meaning by highlighting a sense of permanence and smooth continuity. *“Seamless”* implies an absence of disruptions or irregularities, portraying the desire for a continuous, uninterrupted experience. The addition of *“forever”* intensifies this notion, suggesting a lasting effect or quality. In essence, this phrase emphasizes the audience's desire for a lip product that not only promotes well-being but also ensures a long-lasting and consistent smoothness, addressing their need for enduring quality in their lip care regimen.

**Datum 8 - “Get Your Dewy Glowing Skin in 5 Days”**

The phrase “*Get Your Dewy Glowing Skin in 5 Days*” encapsulates a conceptual meaning that centers on achievable and time-bound skincare transformation. The inclusion of “*in 5 days*” sets a clear timeframe, addressing the audience's need for a defined period in which they can expect visible results. This caters to the desire for efficiency and effectiveness, offering a concrete timeline within which the audience can achieve a notable improvement in their skin. The phrase captures the audience's aspiration for a skincare solution that is not only promising but also achievable in a relatively short period, aligning with their expectations for tangible outcomes.

Furthermore, “*dewy glowing skin*” conveys the envisioned outcome of the skincare transformation. “*Dewy*” signifies a fresh, hydrated, and luminous complexion, embodying youthfulness and vitality. Complemented by “*glowing*”, which implies radiance and a healthy glow, the phrase represents the core goal of the audience to attain a rejuvenated and radiant skin. It mirrors the audience's desire for a skincare regimen that not only transforms their skin but also leaves it looking revitalized and luminous, aligning with contemporary beauty ideals that emphasize a healthy and glowing complexion. The phrase reflects the conceptual meaning of a time-bound, achievable skin transformation leading to a revitalized and radiant complexion.

**Datum 20 - “*Discover the Top-Rated Products Your Skin Deserves*”**

The phrase “*Discover the Top-Rated Products Your Skin Deserves*” encapsulates a conceptual meaning focused on quality exploration and

acknowledging the value of one's skin. *“Discover the top-rated products”* signifies an active engagement in seeking high-quality skincare items, suggesting a conscious effort to explore and find the best choices available. This aligns with the audience's aspiration for top-notch skincare products, emphasizing their interest in informed decision-making when it comes to their skincare routine. It reflects the contemporary beauty ethos of making informed and quality-conscious choices in skincare, underscoring the importance of finding the most effective and well-regarded products.

Furthermore, *“your skin deserves”* emphasizes the recognition of one's skin as worthy of the best products. It underscores an understanding of the unique needs and value of individual skin, promoting the idea that each person's skin merits the highest quality care. This phrase resonates with the audience's desire for skincare solutions tailored to their specific skin requirements, aligning with the modern beauty trend of promoting self-care and acknowledging the distinctiveness of every individual's skin. Overall, the conceptual meaning highlights the active pursuit of superior skincare products while recognizing and honoring the significance and unique needs of one's skin in the quest for the best skincare regimen.

#### **f. Reflective Meaning**

Table 4.1.2.6 Reflective Meaning in Instagram's Advertisement

No	Types of Meaning	Data	Total
6	Reflective	<i>“Skinveil Cover Concealer: Blend Seamlessly on Skin, Like Undetectable Layer Effect”</i> (datum 9)	1

**Datum 9 - “*Skinveil Cover Concealer: Blend Seamlessly Like Undetectable Layer Effect*”**

Reflective meaning in advertisements encourages the audience to think deeply about the product's benefits, values, or broader implications, prompting a thoughtful consideration of the offering. The phrase “*skinveil cover concealer: blend seamlessly like undetectable layer effect*” encapsulates a reflective meaning centered around the core features of the product. “*Skinveil cover concealer*” implies the product's role in concealing imperfections and establishing a flawless base akin to a veil. The use of “*cover*” underscores its ability to hide blemishes or uneven skin tone, presenting a smooth canvas for further makeup application. This reflective meaning emphasizes the concealer's function as a base enhancer, hinting at a desire for a polished appearance through effective concealing.

Moreover, “*blend seamlessly like undetectable layer effect*” highlights the product's aim for a natural finish. It underscores the importance of effortless blending, ensuring the concealer seamlessly integrates with the skin without being noticeable. The phrase suggests a preference for makeup that enhances facial features subtly, adhering to the contemporary beauty trend of seeking an imperceptible, yet refined makeup effect.

**B. Discussions**

Based on the previous section, which has presented results that have been processed from documentation data, this section presents the results data

accompanied by analysis based on the current theory related to answering the research questions in this study.

## **1. Types of Language Style in Digital Advertisement**

### **a. Metonymy**

Metonymy is a language style that uses a word to state something else that has a really close relationship meaning (Keraf, 2009). In advertising, advertisers use metonymy with the aim to enhance brand recognition and perception by using associated terms or symbols that evoke specific aspects or attributes of their product or service (Yamlahi & Ríos, 2022). Such as in datum 1, use metonymy to enhance brand recognition as a brand that can solve your skin problems such as oily skin. The advertiser use “*sebum less skin*” to refer to the desired condition of skin, clear and oil free, intending that the product can realize the aspiration.

The goal of metonymy is to convey a deeper meaning or representation indirectly, by using a related term or symbol that is closely linked to the product in the minds of the audience (Garwood, 2013). Such as in datum 2, the term “*natural Korean look*” encapsulates a desire for an authentic, youthful appearance, influenced by Korean beauty trends. It promotes simplicity, enhances natural features, and symbolizes empowerment and elegance. The phrase appeals to a broad audience, transcending cultural boundaries to embody inclusive beauty standards. Through this technique, advertisers intend to trigger cognitive connections, establish a unique brand identity, and emphasize specific desirable features or qualities of the product. The overarching objective is to influence consumer

perceptions and attitudes, fostering a strong brand association and encouraging favorable purchasing decisions (Sun & Lin, 2019).

### **b. Personification**

When employing personification in advertising, advertisers aim to humanize a product, service, or brand by attributing human-like characteristics, emotions, or actions to it. The primary goal is to establish a deeper emotional connection between the audience and the advertised entity, making it more relatable and engaging (Delbaere et al., 2011). Such as in datum 10, the word “*eyes*” attribute human-like characteristics “*tell*” to imply that through eyes there is a way to emphasize the depth and richness of communication that can be conveyed through the eyes.

Personification helps in creating a distinct personality for the brand, evoking empathy and resonance with the target market. Advertisers intend to enhance brand recall and preference by encouraging consumers to perceive the brand as a companion, advocate, or entity that understands and caters to their needs and desires. Ultimately, the objective is to influence consumer behavior and drive purchasing decisions by leveraging this emotional bond and connection.

### **c. Alliteration**

Alliteration in advertising is aimed to enhance brand recall, create a memorable and catchy brand image, and establish a distinct brand identity through the repetition of initial consonants. Alliteration refers to a pattern of words that begin with the same letter or a sound that is comparable (Trim, 2021). The primary goal is to use the repetition of initial consonant sounds in words to make the brand

name, slogan, or message more appealing and easier to remember (Zabuzhanska, 2022). Alliteration adds a rhythmic and lyrical quality to the language used in advertising, capturing the audience's attention and making the message more engaging (Benczes, 2019; Davis, 2016). Such as in datum 13, the repetition of “p” sound in “*photo-ready, plumpy lips*” makes the message more memorable for the audience and more easy to catch their attention. By utilizing this literary device, advertisers seek to imprint the brand or product name in the consumer's mind, increasing the likelihood of brand recognition and recall when making purchasing decisions.

#### **d. Metaphor**

A metaphor is a figure of speech that compares two different subjects, or, to put it another way, it is an implicit comparison of two unrelated objects. When employing metaphor in advertising, advertisers aim to convey a product's attributes, benefits, or unique selling propositions by using indirect comparisons or associations with unrelated concepts or images (Poppel, 2021). Such as in datum 5, in the phrase “*makeup my mind*”, the term “*makeup*” is used metaphorically to imply the process of composing or forming a decision or conclusion. The metaphor draws an indirect comparison between applying makeup to enhance one's appearance and the mental act of refining thoughts or opinions to reach a firm decision. Here, “*makeup*” symbolizes the act of carefully and thoughtfully putting together one's thoughts or stance, just as one meticulously applies makeup to enhance their look.



The primary goal is to make the advertisement more engaging, memorable, and persuasive by tapping into the power of imagination and symbolism (Myers & Jung, 2021). Metaphors help create a vivid mental image, often evoking emotions and helping consumers understand the product's essence in a relatable way. Ultimately, advertisers seek to enhance brand recall, communicate complex ideas succinctly, and influence consumer perceptions positively, thus encouraging brand preference and driving purchasing behavior (Noble et al., 2013; Rompay & Veltkamp, 2014).

#### **e. Hyperbole**

Hyperbole in advertising is used by the advertisers with the aim to exaggerate features, benefits, or qualities of a product or service to create a strong and memorable impression on the audience (Naser, 2021). Such as in datum 3, the word “*instantly*” is exaggerated since it is impossible the reaction of the product that fast. So in datum 16, “*the juiciest*” refers to the quality of a lipstick very stand out. The goal is to grab attention, emphasize the product's exceptional attributes, and make it stand out in a crowded marketplace. Hyperbolic language and claims can evoke emotions, generate curiosity, and encourage further investigation (Pawłowska-Jądrzyk, 2014). In short, the objective is to increase brand awareness, capture consumer interest, and ultimately drive sales by leveraging the heightened impact and appeal that exaggeration can bring to advertising messages.

#### **f. Ellipsis**

According to Well (2009), ellipsis is a form of writing that involves leaving out a portion of a sentence and having the reader fill it in or interpret it in such a

way as to make the meaning of the sentence more clear. Such as in datum datum 11, in the phrase “no fear of s..shine” there is an ellipsis where the word “*sunshine*” blocked some of it by the product leaving “s..shine”. However, within the context, it is still understood what the advertiser wants to deliver. A portion of the word has been omitted for stylistic or dramatic effect, leaving it to the reader's interpretation.

#### **g. Prolepsis**

In advertisement, prolepsis used to give the audience reassurance of what they might have objection with about the product. In accordance with Cieślicka (2017), prolepsis is one in which words are employed to counter anticipated objections as a part of the main argument. In datum , the phrase “no fear of”, followed by the introduction of the anticipated positive outcome or advantage, namely, “better protection” create reassurance for the audience to not afraid about the sun. This style engage with the audience personal emotional feeling about the preduct.

#### **h. Assonance**

In advertising, advertisers aim using assonance similar to alliteration, to create a memorable and engaging brand image, however, by repeating vowel sounds within words or phrases (Zabuzhanska, 2022). Such as in datum 4, the words “*shades*” and “*babes*” which use repetition of vowel sound /ei/, creating an assonance relationship, contributing to the phonetic similarity and rhythm within the sentence.

The primary goal of assonance is to infuse a musical or rhythmic quality into the language used, making it more pleasant to the ear and reinforcing brand

recall (Nirmala, 2018). Assonance add a poetic and harmonious element to the advertisement, capturing attention and enhancing the overall appeal of the message. Ultimately, advertisers intend to etch the brand name, slogan, or key message in the consumer's memory, facilitating easier.

### **i. Simile**

Simile in advertising is aimed to create vivid and relatable comparisons between their product or service and something familiar or desirable (Oleniak, 2019). The goal is to enhance comprehension and highlight specific attributes, benefits, or qualities of the product by likening it to another known entity (Dehay & Landwehr, 2019). By using “*like*” or “*as*” similes help consumers easily grasp the intended message, making it more memorable and persuasive. Such as in datum 9, the phrase “*blend seamlessly*” is compared with “*undetectable layer effect*” through the word “*like*”. The objective is to facilitate a positive association between the product and the qualities of the entity being compared, ultimately influencing consumer perception about the product and encouraging them to choose the product over competitors. recall and recognition when consumers consider their purchasing choices.

## **2. Types of Meaning in Digital Advertisement**

### **a. Connotative Meaning**

Advertisers employ connotative meaning in advertising to tap into the deeper emotional and symbolic associations of words and phrases. By doing so, they evoke emotions, desires, and cultural symbols that resonate strongly with the audience.

These subtle connotations go beyond the literal meaning of words, allowing advertisers to craft narratives that engage the audience emotionally, creating a lasting impact. Connotative meanings help shape the brand's identity and image, associating it with favorable qualities or values like sophistication, reliability, or luxury (Ipaki et al., 2018). Moreover, they aid in differentiating the product in a competitive market by highlighting unique attributes and setting it apart from rivals. Such as in datum 19 and 15, the connotative meanings of “true beauty” in “true beauty inside cushion” and “glow up” in “glow up your shine” shape the brand's identity by associating it with authenticity, genuine enhancement, and positive transformation. “True beauty” implies a focus on inner qualities and a commitment to enhancing natural beauty, projecting a trustworthy and reliable brand image. “Glow up” connotes self-improvement and achieving a radiant appearance, positioning the brand as a reliable partner in personal transformation. These connotations enhance the brand's image of reliability, making it an authentic and dependable choice for beauty enhancement.

Additionally, connotative meanings provide a tool for cultural relevance and adaptability, allowing advertisers to tailor their messages to diverse cultural contexts (Cristea, 2015). They can appeal to specific demographics by selecting connotations that align with the preferences and values of those groups. The flexibility of connotative meaning enables advertisers to tell a compelling story, establish a strong brand identity, and effectively resonate with their target audience, making it an indispensable tool in the advertising world.

#### **b. Affective Meaning**

In employing affective meaning, advertisers focus on eliciting emotional responses and creating a strong affective impact on the audience (Zhao & Ji, 2019). The primary goals involve connecting their product or brand with specific emotions, moods, or feelings. Advertisers seek to trigger joy, excitement, nostalgia, or other emotional states that resonate with the target audience, aiming to enhance brand recall, influence consumer attitudes, and drive purchasing decisions (Zhao & Ji 2019). Such as in datum 1, “*Yes! I’m here*” phrase triggers emotional states like joy and excitement for the audience that have been anticipating the product. The phrase provides a reassuring and comforting affective experience. This response assures the audience that a solution is available and ready to address their skincare concerns.

By associating their offerings with positive emotions, they strive to establish a lasting and positive emotional connection with consumers.

### **c. Thematic Meaning**

In employing thematic meaning, as outlined by Leech in 1981, advertisers seek to associate their product or service with overarching themes, narratives, or ideas (Leech, 1981). The primary goal is to align the brand with a larger concept that appeals to the target audience. Advertisers strive to convey a coherent and compelling story or message that encapsulates the essence and value of the product. Such as in datum 3, the visual of a woman that has redness in her face accompanied by phrase “*Instantly heal your sensitive skin signs*” to give larger concept and broaden the message delivered.

By integrating thematic meanings, they aim to enhance brand identity, engage consumers emotionally, and establish a clear and memorable positioning in the market. Ultimately, the objective is to create a cohesive and resonant brand image that connects with consumers on a thematic level, encouraging brand recall and influencing consumer perceptions and preferences.

#### **d. Social Meaning**

In employing social meaning, advertisers aim to associate their product or service with culturally relevant symbols, values, or beliefs to create a connection and influence consumer perception. This can help shape brand identity, increase appeal, and ultimately drive purchasing behavior based on the desired social connotations. Such as in datum 2, the phrase “*natural Korean look*” represents social belief about a beauty standard from Korea. The widespread popularity of Korean beauty has become a desire to have.

Advertisers seek to align their product with certain social groups, trends, or aspirations, presenting it as an integral part of a desirable lifestyle. By tapping into social symbols and contexts, they strive to influence how consumers perceive the product and position it within the broader societal landscape, fostering a sense of belonging and resonance with their target audience. Ultimately, the goal is to leverage these social meanings to strengthen brand affinity and drive consumer engagement.

#### **e. Conceptual Meaning**

The conceptual meaning or what Leech (1981) called denotative or cognitive of a word is its literal meaning, representing the idea or concept to which

it refers. It addresses the basic principles of expression. Advertisers employ conceptual meaning as a strategic approach to convey messages in a clear, simple, and impactful manner (Forceville, 2014).

In advertising, conceptual meaning, as outlined by Leech in 1981, strive to connect their products or services with abstract ideas, concepts, or mental associations. This approach involves utilizing language and imagery to evoke deeper meanings and associations, often beyond the tangible features of the product.

Moreover, conceptual meanings are crafted to evoke emotions and create a strong emotional connection with the audience (Intencionalidade, 2019). Advertisers recognize that emotions play a significant role in consumer behavior, and conceptual meanings are a tool to trigger specific emotional responses that resonate with the target market. Emotionally engaging concepts ensure a deeper connection with the brand or product, enhancing the likelihood of the audience recalling and favorably perceiving the advertisement. Such as in datum 20, the phrase “*Discover the Top-Rated Products Your Skin Deserves*” encapsulates a conceptual meaning focused on quality exploration and acknowledging the value of one's skin. “*Discover the top-rated products*” signifies an active engagement in seeking high-quality skincare items, suggesting a conscious effort to explore and find the best choices available.

Conceptual meanings also facilitate differentiation and positioning strategies. Advertisers can position their product uniquely by associating it with concepts that highlight its superiority, distinctiveness, or alignment with audience aspirations (Trendafilov, 2015). This helps in setting the product apart from

competitors and effectively communicating its unique value proposition to the consumers. Such as in datum 7, the phrase “*healthy with Herr*” implies deeper understanding about the product’s benefit, which is that the product will not harm your lips like any other lip product.

**f. Reflective Meaning**

In employing reflective meaning, based on Leech's 1981 framework, advertisers aim to establish a connection between their product or service and the values, attitudes, and self-identity of the target audience (Leech, 1981). The objective is to mirror and align the brand with the consumers' self-concept or desired image. Such as in datum 9, the use of phrase “*blend seamlessly*” reflect target audience values about concealer product, which not only able to cover but also can make the covered seems natural.

Advertisers strive to create a sense of identification, encouraging consumers to perceive the product as an embodiment of their own beliefs and values. Ultimately, the goal is to enhance brand loyalty, influence purchase decisions, and cultivate a lasting and meaningful relationship between the consumer and the brand by fostering a sense of resonance and alignment with the consumer's sense of self and aspirations.