

**HYPERBOLIC EXPRESSION
IN SCTV SLOGAN ADVERTISEMENT**

SKRIPSI

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By

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ABSTRACT

Wina Sari Lubis. 1302050003. Hyperbolic Expression in SCTV Slogan Advertisement. Skripsi : Medan English Education Department of Faculty of Teacher's Training and Education, University of Muhammadiyah Of Sumatera Utara (UMSU) 2017.

This study deals with the analysis of hyperbolic expression in SCTV slogan advertisement. The objective of this study was to find out the form used in SCTV slogan advertisement and the function used in it. The source of data was taken from SCTV 2017. This study conducted by using descriptive qualitative method. Thus, in doing this research, library research was applied in analyzing the data. The data collection were analyzed based on two types of hyperbole. They were overstatement of number and quality and impossible description. Identifying the form of hyperbole and the function of hyperbolic expression. The data are language expression in the form word, phrases and sentence in SCTV slogan advertisement. The result of this study shows that slogan advertisement in SCTV use hyperbolic style in delivering their message. The most common hyperbolic form in SCTV slogan advertisement is phrasal form. The function of using hyperbolic style is to make the advertisement more attractive, therefore the customers will have high interest in buying the products. By understanding and categorizing the types of the form hyperbole and the function using hyperbolic style the readers are able to use hyperbolic expression accurately.

Keywords : Hyperbole, hyperbolic expression, slogan advertisement

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The researcher

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CHAPTER I

INTRODUCTION

A. Background of the Study

Language is often viewed as a vehicle thought, a system of expression that mediates the transfer of thought from one person to another, in everyday life language also serves equally important social and emotional function (Wardsworth 2008). So, we use language to express inner thoughts and emotions, make sense of complex and abstract thought, to learn to communicate with others, to fulfill our wants and needs, as well as to establish rules and maintain our cultures.

Language in advertisement is important thing, because language as the keystone in promoting the product. Sometimes a language can help the advertisers to convey the messages, and if they can give a good interpretation, people must have a good reaction and interest with their message. So, advertisement still needs language to communicate the message from their product.

The most creative use of language in newspaper and magazines is not in the article or newitems, but in the advertisement. The advertisement itself, according to Kotler's definition(2010), advertising is "any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor".

Advertising copywriters know they have to catch and hold the reader's attention. They often do this, for instance, with a clever play on the words. We

read words and understand them and realize that another interpretation is possible. The advertisers have caught your attention and hopes the readers will buy the product. By listening to many discussions of modern advertising, one would assume that the art persuading people to buy goods, ideas, or services through spoken or written advertisement is a recent innovation.

Talk about advertising, we usually using the word either to describe the process of using advertisement to sell thing, or refer to the company which produces the ads. The advertisers introduce their new product and services in mass media with jingles and slogans. The slogan is a short phrase that is easy to remember and is used by an advertiser, organization, or another group. The word of slogan of advertising usually has special characteristics, like persuasive characteristics.

Persuasive is an action that has a purpose to influence or encourage mind, manner or opinion of someone with some reasonable reasons. There are two things that can be used by the advertisers to make a very persuasive slogan. They are good diction and style. Usually, the words in slogans are meaningful of figurative languages, such as hyperbole, metaphor, synecdoche, irony, analogy, etc. In advertisement, from several kinds of figurative meaning, the one that often used is hyperbole.

The hyperbolic expression is one kind of figures of speech that exaggerates things with overstatement. This expression cause something seem excessive than it really does. Hyperbole cannot be taken literally, therefore we can say that hyperbole has connotative meaning. Claridge (2011) states that hyperbole is an

expression which exceeds the literal expression and contains more semantic attributes of expression something. It is also effective to gain the others' attention by using hyperbole. It is used frequently in society to deliver a message each other either in spoken or written language.

However, there are still many people who do not know hyperbole clearly especially hyperbolic expression. Memorable does not equal believable so it is difficult for them to use and understand the meaning of hyperbole. Because of their incomprehension, they do not care and are not interested in the product offered. The people's ignorance in using hyperbole in advertising can be found in a television advertisement.

Therefore, one of the interesting things to be analyzed is hyperbolic expression in television advertisement especially SCTV. There are many slogans contained hyperbole so that it is important to be analyzed how hyperbole is used in it. The reason why the topic was chosen because in this paper, we can discover the form of hyperbole and revealing the function of hyperbolic expression used in SCTV slogan advertisement.

B. Identification of the Problem

The identification of the problem can be identified as follows :

1. The words of hyperbolic expression in SCTV slogan advertisement are exaggerative.
2. The functions intended by the hyperbolic expression found in SCTV slogan advertisement.

C. Scope and Limitation

The scope of this study is limited to hyperbolic expression which found in SCTV slogan advertisement, and include to the forms and function of hyperbole in SCTV slogan advertisement. But not all of advertisements, only fifteen advertisements are used in this research.

D. Formulation of the Problem

The problems of this study are formulated as follows :

1. What forms of hyperbolic expression are used in SCTV slogan advertisement?
2. What functions of hyperbolic expressions are used in SCTV slogan advertisement?

E. Objectives of the Study

The objective of the study are stated below :

1. To find out the forms of hyperbolic expression in SCTV slogan advertisement.
2. To find out the functions of hyperbolic expressions used in SCTV slogan advertisement.

F. Significance of the Study

The finding of this reserach is expected to be useful theoretically and practically:

1. Theoritically

The theoritical benefit are as follows :

The researcher hopes the result of this research will be adventageous to her especially and the reader generally, in order to understand the hyperbolic expression and its forms and functions.

2. Practically ,

The researcher expect that the result of analysis can give contributions as follows:

- a. To add the readers' knowledge about the use of hyperbolic expression in advertisement.
- b. For the other researcher as a practical sources to do further research related to this topic.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

This chapter present a review of related literature and explanation of the related material. The researcher presents some theories related to this study in order to strenghten this study.

1. Semantics

The study of word meaning has a very long history whose practical effect has been the production of dictionaries. The meaning of some kinds of sentences in particular those used to make statements has been studied by logician for more than two millennia. The studies of the science of meaning we call as semantic. Unfortunately, the term meaning covers a variety of aspects of language and there is no very general agreement either about what meaning is what the source or sender expresses, communicates, or convey in their message to the observer or receiver, and what the receiver infers from the current context.

One of the famous books on semantics is the meaning of meaning by C.K. Ogden and I.A Richards, first published in 1923. The book contains the problem of meaning in primitive language, which appears on appendix, written by the anthropologist, B Malinowski.

Now, let us see the definition of semantics given the linguistics below :

Kreidler (2002) states that linguistics semantic is an attempt to explicitae the knowledge of any speaker of a language which allows that speaker to communicate fact, feelings, intentions, and products imagination to other speaker and to understand what they communicate to him or her. Semantic studies about both symbols and signs that state a meaning and connect a meaning to another. Therefore, semantic is a technical term referring to the study of meaning, and since meaning is a part of language, semantic is a part of linguistics.

In linguistic, semantic is the subfield that is devoted to the study of meaning, as inherent at the level of word, phrase, sentence, and larger units of dicourse(term text or narrative). Traditinally, semantics has included the study of sense and denotative reference, truth conditions,arguments structure, thematic role, discourse analysis, and linkage of all of these to syntax.

Semantics is the study of meaning in language. the term of semantics was derived from Greek word “sema” that has menaing symbols or signs. Saeed (2003) stated that semantic is the study of meaning communicated throught language. semantic brings in symbols using and symbol system outside language, but the central place of language in human symbols system makes language its primary concern. In semantics, one is trying to make explicit, the ways in which word, and sentences of various grammatical construction are used and understood by native or fluent speakers of a language.

2. Definition of Meanings

Meaning is the general word denoting that which is intended to be or actually is expressed or indicated : the meaning of a word or glance. Sense may be used to denoted a particular meaning (among other) of a word or phrase. The word is frequently used in thi sense.

2.1. Denotative Meaning

Denotative Meaning is literal meaning of words or dictionary definition. According to Kraft (2009) denotative meaning is called as cognitive, conceptual ideational or refential meaning. It is called refential meaning because the meaning denotes to a referent. Conceptual meaning means the meaning comes from a concept, and it is also called cognitive meaning because the meaning is tied to our awareness or knowledge also from response (hearer) and stimuli (speaker). Denotative meaning is used when we scientific research. This denotative meaning helps the reader to comprehend the meaning easily without any additional intrepretation.

Some example of denotative meaning in sentence are as follows.

- 1) She is a *thin* girl. *Thin* means someone with lessen flesh in his/her body.
- 2) The weather is really *cold* these days. *Cold* literally means low temperature.

2.2. Connotative Meaning

Connotative meaning is an additional meaning that is far from the literal meaning and the meaning refers to a certain emotional meaning which is attached to the word. According to Keraf (2009), connotative meaning is produced when

the speaker intends to show up his/her agreement or sometimes bad feeling to the hearer with certain choice of words. It means the connotative meaning can deliver the hidden message from the speaker to the hearer.

Connotative word is what a word associates to us, what we feel about the word itself, for instance the word *kid* and *youngster* literally mean young person, but when someone says “ I might be a youngster, but I am not a kid”. The two words will have different feeling and it can make a connotative meaning.

There are two different types of connotation, namely positive and negative connotation. Positive connotation refers to a connotation that has good emotional meaning. Negative connotation means to a connotation which has bad suggestion or emotional meaning to us. The words *famous* and *notorious* have the same meaning which is being popular, but *popular* is being famous in a good way and *notorious* is in a bad way. Other example of the negative and positive connotative are as follows.

- 1) She is a *slim* girl (positive)
- 2) She is a *slender* girl (negative)
- 3) Her skin is very *pale* (negative)
- 4) Her skin is very *fair* (positive)

Connotative meaning is also related to hyperbole. It is because hyperbole is an overstatement with exaggerated words and the meaning cannot be taken literally, for example :

1) That car runs at the speed of light

The speed of light denotes as a speed that reaches thousands kilometers each second, in fact we cannot take the emaning literally. *The speed of light* connotes as a car's speed that passed by very fast, and the speed in above normal car's speed.

3. Figurative Language

It is well known that 'figurative language' is often used in speaking and writing to express ideas and emotions, and to affect the views and attitudes of others.

However, there is increasing evidence that the use of figurative language varies depending on the nature of the communicative activity or more specifically, depending on factor such as topic, audience, mode of communication, situational context, and so on.

Figuratie language or style is a way of showing mind through a special language that shows the soul and the characteristic of the writer (language user). Groys(2009).

We can say that " language style or figurative language is the way of giving expression through as a special language which shows the soul and the writer personality (language user). A good language style has to certain three elements, there are : sincerity, respectful, and attractive.

According to Tajalli (2003), he stated ,” The language that uses figures of speech is called 'figurative language' and its purpose is to serve three element of

clarity, forth, and beauty in the language”. Nevertheless as any figure of speech has a figurative meaning, it may cause ambiguity which influences the clarity.

Based on this definition, figurative language means that expressing something in another way to refer one thing by giving the implied meaning. Figurative language is used in authentic communicative situations, such as education, politics or business, in order to perform different functions, such as explaining, persuading, entertaining, evaluating or supporting particular ideologies, then it is the use of words that go beyond the ordinary meaning.

It requires the reader or listener to use their imagination to find out the exact meaning of the writer or speaker.

There are several kinds of figurative language, among them are the following :

a. Personification

Personification is a kind of figurative language where physical object is further specified as being a person.

Example :

Life has cheated me

In each of these cases, the italic word such as : life, cancer and theory are non-human things but changed become human things. In personification sentence both of those words are changes into human things.

b. Metonymy

Metonymy is a figurative language where imputing human qualities to things that are not human such as : theories, disease, inflation, etc. In the example below there are no actual human being referred to.

Example :

The ham sandwich is waiting for his check.

c. Synecdoche

Synecdoche is, by far, the strangest figurative language. It is the one with which most unfamiliar in terms figurative language. conceptually, as it will become clear. As a word, however it is rarely used in polite company. In other word, synecdoche is a figure of speech which is mention a part of something to suggest the whole.

Example :

We need a couple of *strong bodies* for our team. (strong people)

Shakespeare uses synecdoche when he says that the cuckoo's song is displeasing to a "married ear" for he really means a married man.

d. Metaphor

Metaphor is a way of conceiving of one thing in term of another, and primacy function understands.

Example :

Love is a collaborative work of art

Time is money

e. Irony

Irony is rhetoric words with an implication opposite to their usual meaning.

Ironic is a comment, maybe humorous or mildly sarcastic.

Example :

In a difficult moment, an act of kindness make things worse, and someone says : “ well, that’s a lot better, isn’t it ?”

f. Analogy

Analogy is a comparison or correspondence between two things because of a third element that they are considered to share. An analogy is usually framed in order to describe or explain the nature of something.

Example :

“ let me give you an analogy. Time is like a river. Just as the river flows from higher to lower ground, so time flows from the past into future.”

g. Simile

Simile is a figurative language in which a more or less fanciful or unrealistic comparison is made, is using like or as.

Example :

Run like the wind (said of clumsy), she speaks *run like the wind* , so I cannot understand what she says.

Like a fish out of water (said of a person uneasy in an unfamiliar situation).

The headmaster looks *like a fish out of water* when he speech in the stage this morning.

h. Hyperbole

Hyperbole is a rhetorical term for exaggeration or overstatement, usually deliberate and not meant to be taken too literally.

Example :

A flood of tears

Waiting for ages

As old as the hill

"An apple a day keeps the doctor away." We know that eating an apple every day will not keep you from ever getting sick and having to go to the doctor.

4. Hyperbolic Expression

The word *hyperbole* is derived from Latin *hyperbole* and Greek words *hyper* which means beyond and *ballein* which means to throw. Wales (2001) describes that *hyperbole* comes from Greek 'exceed', a common figure or trope in speech as well as literature and popularly known as exaggeration or over-statement expression and hyperbole is different from telling lies to the other. The other definition comes from Claridge (2011). According to Claridge, hyperbole is an expression which exceeds the literal expression and contains more semantic attributes of expression something. From those definitions, we can conclude that hyperbole is a figure of a speech which uses exaggerations to emphasize a certain characteristic of something, and especially how it feels. It is used for as a way of making a description more creative and humorous. It is important to note that

hyperbole is not meant to be taken literally, the audience knows it's an exaggeration. So, hyperbole can be used to communicate all kinds of feelings and amuse or surprise people with the creativity of a description.

For example :

That suitcase weighed a ton!

In this example, the speaker claims that a suitcase weighed a ton—two thousand pounds! Of course, this does not mean that the suitcase literally weighed a ton. The speaker is using hyperbole in order to emphasize that the suitcase *feels very heavy*.

4.1. Identifying Hyperbole

Identifying hyperbole can be done by analyzing the use of 'more X' or an exceeding meaning in words, phrases or sentences. We can identify hyperbole through its kind. Maria Christodoulidou (2011) describes two types of hyperbole as follows :

i. Overstatement of Number and Quality

The speaker tends to overstate numbers of times, years, occurrences, etc. The example can be found below:

- 1) Do not make me repeat my words for *hundred times* !
- 2) I can not leave you even a *second*.

ii. Impossible Description

Torode in Christodoulidou (2011) explains that "impossible description" is like fantasies which are produced in a way that they are not possible to occur.

Therefore, it must be taken figuratively or rhetorically. Impossible description can be stated with exceeding manner, reality, feeling, condition, etc.

- 1) When I see you, I feel like my brain stop for a moment.
- 2) He sings like there is no tomorrow.

Claridge (2011) points out the differences of hyperbolic expression and 'literal' expression in term of semantic and context. 'Literal' expression in semantic terms is used in conventional understanding and contains semantic attribute to express something. According to the context, 'literal' expression accepts the extra linguistic fact in the given context which is appropriate to the situation.

Hyperbolic expression in semantic term contains important meanings, expresses something in extreme level, and explains something in 'more X'. According to its context, hyperbolic expression exceeds the limit of fact in common knowledge.

4.2. Form of Hyperbole

Hyperbole can be classified into some form. There are seven forms of hyperbole according to Claridge (2011), namely single word hyperbole, phrasal hyperbole, causal hyperbole, numerical hyperbole, the role of superlative, comparison, and repetition.

a. Single Word Hyperbole

This form only occurs when there is only one exaggerated content in an utterance or sentence. If the word is omitted, the hyperbolic meaning will

completely disappear. In advertisement, one word hyperbole is more effective and economic. There are also universal quantifier referring for single word hyperbole referring to number. They are all, every, everybody, nothing. The example “ I am hungry, I want to eat *everything* now”. In literal meaning, we cannot eat everything, we can only eat food, if it is *everything*. It means we can eat wood, chemical substance, etc. Which is really impossible. The figurative meaning of saying everything is that the speaker wants to eat any food that he can eat at the time because he is really hungry.

b. Phrasal Hyperbole

Phrasal hyperbole is a certain combination of words and sense that create hyperbolic meaning. Among the other forms, this form occurs frequently. Noun phrase is the most common, and adjective phrase is somewhat uncommon to occur verb phrase has more numbers than adjective phrase and preposition phrase is rare. One of the examples of phrasal hyperbole is “ this home cost my entire money” (Noun phrasal hyperbole). *My entire money* literally means all of the speaker’s money, until the debt remains 0. In fact, the speaker wants to emphasize that his house costs most of his money by saying *my entire money*.

c. Clausal Hyperbole

Clausal hyperbole is a hyperbolic style which occurs by combining two or more clausal constituents. This form hardly occurs compared to the others. The example of the form taken from Claridge (2011) is “Nobody ever learns anything”.

d. Numerical Hyperbole

Number can be one of the hyperbolic sign and they occur frequently. Numerical hyperbole can be found in single word hyperbole, phrasal hyperbole or in clausal hyperbole. There are significant word to recognize numerical hyperbole, they are *hundreds, thousands, millions, billions*. Etc. A sentence example for the significant word is “ There are still *thousands of works* waiting for me tonight.” By saying *thousands of work* the speaker intends to say that he has so many works to do, but the number is not literally in thousand.

e. Role of Superlative

If there is superlative, there must be comparison and superlative form can indicate hyperbole. Superlative makes something sound so excessive and extreme, therefore it lead to overstatement. Example of superlative hyperbole : “ It is the *cheesiest thing* that I’ve ever heard.

f. Comparison

In comparison, there is something that is being compared, and it potentially contains hyperbole. However, not all comparative phrase make sense to reach the goal. An example for a comparison hyperbole is “ She misses more words out than she gets in” (Claridge, 2011).

g. Repetition

Repetition in hyperbole mostly occurs in conversation or we can call it as a phenomenon in spoken language. It appears from just saying ‘more X’ by repeating ‘X’ for several times. The repetition here is repeating at the same thing in a strict combination without interruption. Not all repetitions are hyperbole,

many of them are just common repetition. An example for repetition is “Sexy today, sexy tomorrow, and sexy forever.”

4.3 Function of Hyperbole

Hyperbole is often used in day-to-day speech. For example, upon seeing your friends after a long absence, you may say “ I haven’t seen you in million years !” you and your friends both know that this is not literary the case. Here, hyperbole is used to emphasize how long it feels since you last saw your friend.

Hyperbole is also often used in creative writing just to make a description more amusing or creative. For example, it is more interesting to say, “ she had a brain the size of planet” than “ she was really smart”.

Hyperbole is not a simple form of distortion because hyperbole works by being recognized as a figural exaggeration. Hyperbole pushes one to think beyond given “truths” and assumed versions of reality. The hyperbolist offers hyperbole to be recognized as an exaggeration (either immediately or eventually), and this can become a constructive, transformative ambiguity for alternative possibilities of meaning and being. Or, it can fail in/as literality when it is mis-apprehended. (Claridge, 2011).

Hyperbole can serve to heighten a suspicion of “truth” in order to reveal a concealment and point to something more, more than the truth warrants, and constitute alternative ways of perceiving a given “reality.” In short, hyperbole is an important trope not simply for its exaggeration but for its epistemological

participation in the (re)constitution of meaning and its questioning of given “truths” or “realities.”

5. Interrelation between Hyperbole and the Other Figure of Speech

5.1. Simile

When using simile, a writer compares two different things using the words “like” or “as”. “As” can be used to indicate that two things are similar in some particular respect, but otherwise different, such as in “she is as smart as Einstein”. Hyperbole also emphasizes a particular characteristic of something. However, in that it must use “like” or “as” comparison and does not necessarily (but may) use exaggeration. For example, “she is as smart as a teacher” is also a simile, but maybe not a hyperbole.

For example, “she is like a rose” is a simile which compares a woman to a rose (a beauty flower), describing the woman as beautiful-or perhaps thorny. This cliché simile emphasizes her beauty, but does not necessarily exaggerate it. After all, women are generally at least as beautiful as flowers if not more so. An example of hyperbole in the same situation would be “She is the most beautiful woman in the entire universe”.

5.2. Metaphor

Again, Wahab (2000) states that the term metaphor is defined as a linguistic expression that signifies a concept beyond its literal meaning. Metaphor and hyperbole are similar in that both say something literary which is meant to be taken figuratively. Such as “that man is a monster”. Many hyperboles may use metaphor and metaphors may use hyperbole, but they are quite different. While

hyperbole is exaggeration, metaphor is using one thing represent something very different.

For example, a common metaphor is “ the black sheep of the family”. We do not literally mean that someone is a black sheep; a human being cannot literally be a sheep, unless this is very strange science-fiction movie. But the black sheep stands for certain qualities of the family member in question. A black sheep is unusual and perhaps not accepted by its herd. Someone who is called a black sheep must be different from the other family members in some way and may not be accepted by family members for that reason. This is not a hyperbole because no characteristic of the person are being exaggerated. An example of hyperbole in this situation would be “ He has absolutely nothing in common with our family!”. We know that this can not be true; all family members share DNA and usually many experience, but we use hyperbole to emphasize how different this one family member feels from the rest of the family.

6. Language in Advertisement

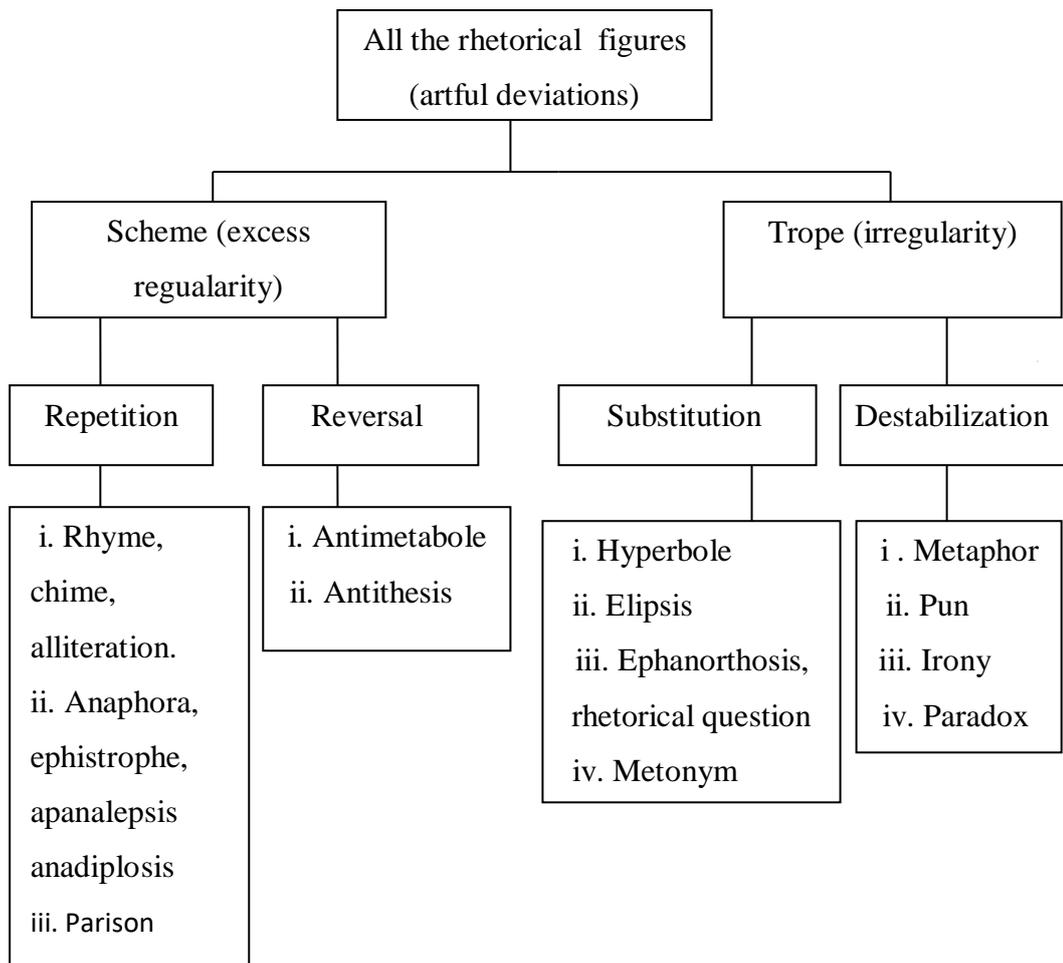
Mon Lee and Carla Johnson (1986) describe advertisement as a commercial communication and non personal about an organization and its product which are transmitted to the targets through the public media. According to Mon Lee and Carla Johnson (1986), there are three main functions of advertisement, they are informative, persuasive and reminder function. Informative function always reminds the consumer of a product or the company. The reminder function always reminds the consumers of a product hence they

keep buying the product which is advertised without paying attention to the competitor's product.

Since one of advertisement's functions is persuasive, it should have good persuasive language to attract the consumers. The language could be spoken or written. In written advertisement, the text tends to use linguistic and rhetorical devices such as hyperbole, personification and repetition to gain public's attention.

According to McQuairre and Mick (1996) there are some rhetorical devices that usually happen in advertisement, we can see them in the table below:

Table 5.1 Rhetorical Device of Advertisement



From the table above, the writer wants to point out that hyperbole is one of the rhetorical devices happening in advertisement. It is focused on hyperbole because hyperbole is unique and has a strong attraction when it is used in advertisement.

Advertising also has certain characteristics in its lexical level. Zhu Linghong (2006) groups it into six, they are :

a) The use of monosyllabic verbs

Some examples of monosyllabic verbs are come, serve, give, feel, look, etc.

b) Weasel words

Weasel words are used to avoid direct statements in advertisement, for instance replacing the word *buy* in advertisement into *get*.

c) The use of favorable words

- i. Adjective : favorable adjectives will assure the quality of the product.
- ii. The use of comparative and superlative degree : to indicate the good quality of the product. Comparative is used to show the distinctive quality of the product, whether superlative is used to point out the special feature. The superlative degree only occurs to claim the comparative superiority to their product.

d) The use of personal pronouns

The most common personal pronouns in advertisement are *you* and *we*. They indicate friendliness between the readers and the advertisers.

e) The use of compounds

Compounds are easy to form and have many variations. It can raise the reader's attention.

f) The use of neologism

i. Coinage : making a new word name without reference to another.

ii. Anagrammatic spelling : the using of unexpected letter.

iii. Borrowed words : borrow foreign words to make the product more appealing.

7. Classification of Advertising

Advertising can be classified in several broad categories that are not necessarily mutually exclusive, there are :

a) Product Reputation and Corporate Advertising

This advertising is referred to as produce reputation advertising, the word product being used in the broad sense to include service as well as good. However, such firm has another objective for the advertising they may want to sell ideas. This is called corporate advertising, to distinguish it from product reputation advertising. There are several reasons corporate advertising. Such as financial, political or public relations, and directed to a variety of public.

b) Commercial and Non-Commercial Advertising

Commercial advertising may be divided into consumer advertising and business advertising. Consumer advertising may be sub-divide into national and retail advertising. National advertising refers to any advertising by a producer of

goods and services, whereas retail regard to the refers to any advertising by a retailer in both instances without regard to the geographical scope of the advertising. Business advertising may be divided into several categories. It includes industrial advertising diverted at industrial producers, trade advertising, directed at the various type of intermediate and professional advertising, direct at group such as doctors, lawyers, certified public accountants, and clergymen.

Non-commercial advertising is the preparation of advertising program to dispose of surplus goods and to sell the products.

c) Primary and Selective Demand Advertising

Advertising is designed to stimulus demand for the goods or series of the advertiser. There are two kinds of demand: primary demand and selective demand. Primary demand and demand for the generic product of an entire industry, for example, the demand for television receivers. Selective demand is the demand for a particular brand produced by a particular firm instance demand for a television receiver.

8. Television as the Media of Advertising

Despite the growing strength of social networks, television advertising is still the most influential medium in people's purchase decisions. A report from the Television Bureau of Advertising and Knowledge Networks Inc. reveals that 37 percent of television viewers make purchase decisions after watching advertisements on television compared to 7 percent for social networks. Impact and persuasion are two factors for a successful TV commercial that arouses

viewer interest immediately and remains memorable. Television advertisements demonstrate their influence in a variety of ways.

9. Function of Television Advertising

Generally, the only function or purpose of advertising is to sell things, product, service, or an idea. The real goal of advertising is effective communication between a company and consumers. The function of television advertising are:

1) Television ads reach targeted audiences in an effort to sell consumers products.

Creative, imaginative and engaging ads inspire, excite, convey information and generate brand loyalty. Ads personalize the relationship between a business and a consumer.

2) Television advertisements influence gender differences between male and females. For example, the frequent use of male voices in voice-overs conveys the notion that males are more credible and authoritative than females. Television advertising influences the impression role-appropriate behaviors for both genders, affecting the popular perception of what makes a successful male or female. For instance, commercials about cosmetics further the notion that women's responsibility is to remain attractive forever.

3) Television advertising promotes the notion that buying products equal happiness. It nurtures a consumer culture that encourages people to buy new products as a way to conform to the society's goals, values, and pleasures.

10. SCTV Program Television

Surya Citra Televisi (SCTV) is Indonesia's second privately owned television network. It is broadcast nationwide on UHF and is able to be received throughout the Indonesian archipelago on analog PAL television sets.

SCTV began broadcasting on August 24, 1990, in Surabaya, East Java as **Surabaya Centra Televisi**, broadcasting to the city and the surrounding area. At first, the programming was similar to that of RCTI, using some of their news programs until they could produce their own. On August 1, 1993, SCTV obtained a national license and eventually moved its operations to Jakarta, changing its name to Surya Citra Televisi. Its main office is in Central Jakarta, with studios in West Jakarta. It is owned by Surya Citra Media, part of the technology solution company Emtek.

B. Previous Related Research

1. Muhammad Rafsanjani, with the title "Semantic Meaning Relation in Advertisement's Symbol. University of Muhammadiyah Sumatera Utara. Medan 2016. This study deals with the meaning of sentence of as a symbol and images as objects in an online magazine advertisement, the objectives of this study are to describe or explain the meaning of the words and images contained in the magazine online advertisement, define the message to be conveyed by the advertiser about the product, as well as to know the different types of advertising and product contained in the online magazines advertisement.

2. Nova Regina Veranika, with the title “Hyperbole in Indonesian Love and Ballad Song Lyrics” University of Diponegoro, Semarang 2011. The researcher is interested in the hyperbolic expression which occurs in Indonesian Love and Ballad Song Lyrics and she wants to do research which is concerned with the topic. There are two main research questions regarding hyperbolic expression in Indonesian Love and Ballad Song Lyrics which are what kind of hyperbolic forms that occur in Indonesian Love and Ballad Song Lyrics.
3. Eva Nurul Chandra, with the title “ Meaning Analysis of English Slogan Advertisement” University PGRI Indraprasta 2013. The researcher intends to analyse the text meaning of slogan. In this research, the researcher uses the qualitative method. The collected data of English slogans advertising from the English newspapers or English magazines are analyzed qualitatively based on related theory or approaches, such as Semantics and stylistics. From 30 kinds of slogan, the writer finds 7 slogans that not contain a figurative language. Usually the producer uses an ordinary word in making their slogan. So the meaning can be understood from its denotation. There are 8 slogans that use hyperbole as a figurative language in order to describe the product.

C. Conceptual Framework

Social and language can not be separated in human life. Language has an important role in the society as a means of communication. However, there are many culture which exist in the society when influence the language itself. This

phonemeon leads to an intercultural communication which also involves hyperbolic expression.

Hyperbole is a common figure or trope in speech, as well as literature and popularly known as exaggeration or over-statement expression and hyperbole is different from telling. In this research, hyperbolic in the advertisement analyze by watching SCTV slogan advertisement to figure of speech identifying hyperbole the form of hyperbole, and language in advertisement of hyperbole in the SCTV slogan advertisement.

CHAPTER III

METHOD OF RESEARCH

A. Research Design

This research was conducted by applying qualitative. According to J. Moleong (2016), Qualitative research is research that aims to design understand the phenomenon of what is experienced by the subject of the study such as behavior, perception, motivation, action, etc.

By using descriptive qualitative method, the writer is hoping to give a detailed explanation of describing the phenomenon of hyperbolic expression used in SCTV slogan advertisement.

B. Source of Data

The source of data were taken from slogan advertisement in SCTV. The data were taken from the transcript of the advertisements' utterances but only fifteen products those are taken from SCTV program advertisement. SCTV began broadcasting on August 24, 1990, in Surabaya, East Java as Surabaya Centra Televisi, broadcasting to the city and the surrounding area. There are fifteen advertisement which were analyzed, they are : Vaseline, Shampoo Sunsilk, Sunlight, Garuda Airlines, Pons' White Beauty, Oriflame Parfum, Clear Shampoo, Sari Roti, Victoria's Secret, Attack Easy, Top Coffee, Ale-Ale, Telkom Speddy, Surf Detergent, Rinso Detergent.

C. Technique for Collecting Data

The data were collected through some techniques as follows.

1. Watching SCTV slogan advertisement
2. Selecting the hyperbole in SCTV slogan advertisement
3. Transcribe the advertisements' utterances
4. Classifying the form of SCTV slogan advertisement
5. Showing the data into table
6. Finding out the function of SCTV slogan advertisement.
7. Drawing a conclusion

D. Techniques of Analysis Data

In analyzing the data, the researcher used theory proposed by Miles and Huberman (2004) said that the qualitative data analysis consist of three procedures. The procedures of data will be analyzed based on the following steps :

1. Data Reduction

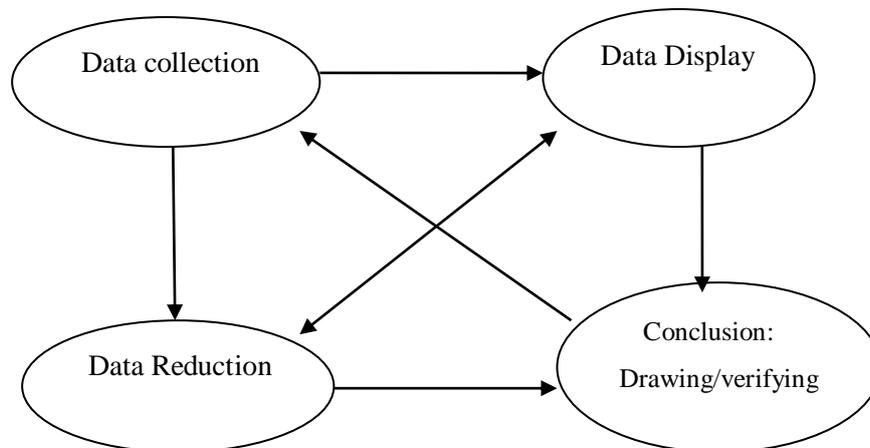
Data reduction means the process of sorting, focusing, identifying, simplifying, abstracting and transforming of the data that are considered important. In the conducting research, the researcher will select data that will give valuable information in research; the data is chosen by identifying and classifying the forms of hyperbolic expression.

2. Data Display

Data display means the process to simplify the data in the form of sentence, narrative, or table. In displaying data, the researcher describes data by tabulating of the forms of hyperbolic expression into table.

3. Drawing and Verifying Conclusion

The last step after doing the data display is drwan of the conclusion and verification. It used to describe all of the data, so that it would be came clearly. The conclusion can be able to answer the formulation of the problem that formulted from the beginning.



CHAPTER IV

DATA ANALYSIS

A. Data Collection

This chapter deals with the form of hyperbolic expression in SCTV slogan advertisement. The data of this research were taken from SCTV. As it was mentioned in the scope of the study previously, the data of this research were only focused on analyzing the form of hyperbolic (Single Word Hyperbole, Phrasal Hyperbole, Clausal Hyperbole, Numerical Hyperbole, Role of Superlative, Comparison, and Repetition). And the function intended by the hyperbolic expression found in SCTV slogan advertisement.

B. Data Analysis

In analyzing the data, the data analysis was done in line with Miles, Huberman(1994) who stated that there were three steps, namely; data reduction, data display, and drawing and verifying conclusion.

In data reduction, the first step was watching SCTV slogan advertisement then was data selection. The data were selected from all slogan hyperbole in SCTV advertisement because not all of slogan in SCTV is hyperbole. That's why, the researcher tried to select whether slogan are hyperbole or not. After that, transcribe the advertisement's utterance then focused on classifying the form of hyperbole in SCTV slogan advertisement from the data that have been selected in order to make sure that it was really suitable as the data. To make them easier to

be classified in each form. The analysis is divided into two parts based on the identification of hyperbole, which are “oversatatement of numbers and quantities” and “impossible description”. There is further analysis which is focused on hyperbolic forms in the SCTV slogan advertisement. The researcher placed them into that presented in data analysis. Next, describe the function of the slogan advertisement and together with research findings in this research. This step became the formation or unification of important ideas from the research in answering two research problems (form of hyperbole and the function intended by the hyperbolic expression found in SCTV slogan advertisement.)

In data display, the data were organized. The organization was explored and described in detail description in order to be easier to draw the conclusion and also to let reader know why something in the way it. It is also aimed to sort the data into group or category. In this study, the researcher made the organization by showing the data in the table to put the categorization of form of hyperbole. And then analyzed the function in detail description of data that will be representative of each category.

In drawing conclusion, the data were interpreted and drawn a meaning from the data display. Data display and drawing conclusion step would be discussed deeply to answer the researcher problem. In this section the first answer for the researcher problem about the form of hyperbole in SCTV slogan advertisement and second answer for the researcher problem about the function intended by the hyperbolic expression found in SCTV slogan advertisement.

In analyzing the data, the researcher put some example of the data that were shown as interpretation of data analysis in each category. The data analysis can be seen as follows:

Table 4.1.1

The Form of Hyperbole in SCTV Slogan Advertisement

No	Advertisement	Slogan	Form
1.	Vaseline	<i>Immediately, four times brighter !</i>	Numerical Hyperbole
2.	Shampoo Sunslik	<i>Give a beautiful hair is worth 10.</i>	Numerical Hyperbole
3.	Sunlight	The higienic protection is <i>100 times better.</i>	Numerical Hyperbole
4.	Garuda Airlines	<i>Thousands of hands to perfect every single jouney.</i>	Numerical Hyperbole
5.	Pons' White Beauty	With two step, skin so white blushing. To look white, do not want half measures <i>to be more white and white again.</i>	Comparison
6.	Oriflame	This fragrance will enchanct your senses and take you to <i>a place of paradise and mysterious elegance.</i>	Phrasal Hyperbole
7.	Clear Shampoo	<i>There is no dandruff</i> from all	Repetition

		sides, , <i>there is no hidden</i>	
8.	Sari Roti	Sari Roti Roti Sari Roti	Repetition
9.	Victoria's Secret	Inspired by a supermodel's night out, ,this provocative warm fragrance is <i>the sexiest way</i> to own the night.	Superlative
10.	Attack Easy	<i>With the power of 10 hands, wash so easy.</i>	Phrasal Hyperbole
11.	Top Coffee	<i>The Indonesian coffee</i>	Phrasal Hyperbole
12.	Ale Ale	<i>Beverages have delicious taste and champion a matter of taste and unbeatable.</i>	Phrasal Hyperbole
13.	Telkom Speddy	<i>The world in your hand.</i>	Phrasal Hyperbole
14.	Surf deterent	<i>Dull white so white like new</i>	Pharasal Hyperbole
15.	Rinso		Superlative

4.2.1 Overstatement of Number and Quantities

Hyperbolic expression can be identified by the using of overstatement of numbers and quantities in the description. There are four advertisements using this kind of hyperbolic expression to deliver the intended message. The example are explained as follow.

1) *Immediately, four times brighter !* (Vaseline)

This sentence represent the hyperbolic sign of the word *four times brighter*. *Four times brighter* is used to emphasize the quantity of aspect and customers in the advertisement.

Description : A bunch of women on the train were talking about the skin, then one of the women took teh Vaseline from her bag and put it on. Then the women gave it to all passengers. After the came out of the train, their skin becomes bright immediately.

Function : The function is to make costumers believe to using leather Vaseline will be four times more white and if we use a product that in just a short time we will be brighter skin.

2) *Give a beautiful hair is worth 10.*(Shampoo Sunsilk)

This sentence represent the hyperbolic sign of the word *worth 10* . *Four times brighter* is used to emphasize the quantity of aspect and customers in the advertisement.

Description : A hair staylish was looking at a woman who damaged hair. The hair staylish said that the middle until the bottom of the most damaged. So, he

gives a solutions to provide Sunslik conditioner after shampooing your hair soft and does not wrinkle.

Function : the word is “worth 10” indicates that this sentence is numerical sentence because if only written “gives a beautiful hair” customers will not be interested in what is advertised. Then by using the word “worth 10” may give the impression of product if it would really help consumers to get an impression beautiful hair. When consumers using Sunsilks shampoo then consumer will get beautiful hair. The level of hair beauty here illustrated with “worth 10”, the meaning here is not the number of tens emblem but the best value from 1-10 to the size of the product. Whereas meaning is if we use these products. We will get beautiful hair is perfect here shown in the figure “10”.

3) The hygienic protection is *onehundred times better*.(Sunlight)

This sentence represent the hyperbolic sign of the word one hundred *times better*. *One hundred times better* is used to emphasize the quantity of aspect and customers in the advertisement.

Description : In a kitchen there is some equipment such as teapots, glasses, pots, plates, spoons and others were talking about dishwashing sponges are not hygienic. One of the glasses and pots are being chased by a sponge, they do not want to use a sponge washed it because they think the sponge is already contaminated by bacteria. Then, teapot speak if their owner uses sunlight plus anti-bacterial. So, glasses and pans became quiet.

Function : This sentence is a persuasive sentence indicated with the number “100” sunlight protection is 100 times better than the other dishwashing soap

dishes or kitchen equipment will be protected from bacteria. Sunlight provides the most protection better than plain soap.

4) *Thousands of hands* to perfect every single journey.(Garuda Airlines)

This sentence represent the hyperbolic sign of the word *thousands*. *Thousand* is aimed to tell many staff in Garuda Airlines are already accompany your journey.

Description : In a dark place, one by one of the employees of Garuda are standing, starts of several flight attendants and a pilot to make a for with holding hands with each other.

Function : Using the pharase “ Thousands of hand to perfect every single journey” Garuda airlines provide a confidence for costumers to travel using the airplane. To provide comfort for all passengers, all staff are holding hands to always make the journey comfortable and safe for all passangers. The function of this slogan is to inform you that Garuda airlines is an airplane that would give the whole world into a comfortable journey.

four times, worth 10, one hundred times, Thousands are classified into numerical hyperbole because *fourtimes, worth 10, one hundred times* and *thousands* are a numerical word.

4.2.2. Impossible Description

Identifying hyperbole also can be done by analyzing the impossible description. Impossible description is stating something with and overstatement, exceeding manner, reality, feeling, condition, etc. The example of hyperbolic slogan advertisement with impossible description are analyzed below.

5) With two step, skin so white blushing. To look white, do not want half measures *to be more white and white again.*(PON'S White Beauty)

The hyperbolic phrase is *to be more white and white again.* it is a form of hyperbolic from comparison.

Description : There are two women told about facial whitening cream, then one of the women said that she was also using a face whitening cream but to look white blush, do not want half measures must be completed in order to be white and white again.

Function : This advertising slogan said “more white and white again” indicates that the ad is hyperbolic. By mentioning it repeatedly then the consumer would be interested to buying this product. Using two product Pond's, our face will be white face blushed and to get a white face blush, every consumer must use two of these products continuously should not just use only one product. To describe the sentence in the ad is the “STEP” that can be interpreted as an act not “STEP” which means foot movement.

6) This fragrance will enchant your senses and take you to *a place of paradise and mysterious elegance.*(Oriflame)

This slogan has a phrase to describe its hyperbolic expression. The marker is a *place of paradise and mysterious elegance.* The literal meaning of *place of paradise and mysterious elegance* is a place which is filled with happiness everywhere and unknown beauty. Therefore, in literal meaning the advertisement promise that by only using the parfum the cutomers will be transported into a place with great happiness and unknown beauty. Yet, the

place referred by the advertisement is impossible to find in this world, and transporting someone by only using a fragrance into somewhere else is also impossible to do. In fact, the figurative meaning of the advertisement is to assure the costumers that after using the parfume they will feel more happy and beautiful.

Description : A man walked alone into an elavator and a woman with loh hair also entered into the elavator. The man had approached and wanted to hug her but she was prevented bu pulling his tie and walked away.

Function : This sentence uses a place of paradise and mysterious elegance as its hyperbolic expression. The figurative meaning of the phrase is to assure the costumer that after using the parfum the will feel more happy and beautiful.

7) *There is no dandruff* from all sides, , *there is no hidden* (Clear Shampoo)

This sentence uses repetition of form hyperbolic because in this advertisement repeating the word “No”

Description : Agnez mo was in the elavator, he was checking the scalp and hair weer completely clear of dandeuff. Because he has been using shampoo clear. At that moment in the elavator there is a camera and a few men are seeing. The men were amazed because ni dandruff in the hair on the head Agnez mo.

Function : The word “No” witten repeatedly it was not for no reason. But to reinforce the implicit meaning of the bond. The word “no” indicates that this sentence is persuasive sentence. If no dandruff across our scalp sp there is nothing to hide anymore. The scalp cleam and no dandruff only will we get if we use a clear shampoo and no more dandruff to hide as before we used it.

8) Sari Roti Roti Sari Roti (Sari Roti)

This sentence uses repetition of form hyperbolic because in this advertisement repeating the sentence “sari roti roti sari roti”

Decription : In a family, a mother was preparing breakfast for her husband and her children, she mad bread fro them. Then, the children said that the bread was tasty and create satiety. Suddenly, a baker pass in front of their house and said “ Sari Roti Roti Sari Roti “

Function : This product using the sentence “ Sari roti roti sari roti “ and repeated it several times. The aim is to make the consumers always remember with the name of product and indirectly phrase used repeatedly will allow consumers remember the name of product.

9) Inspired by a supermodel’s night out, ,this provocative warm fragrance is *the sexiest way* to own the night.(Victoria’s Secret)

The slogan has one hyperbolic marker in the phrase *the sexiest way*.the phrase indicates a superlative comparison. The superlative comparison in it describes that compared to other parfumes. Victoria’s Secret is the only which has topped the sxy way to celebrate the night of the customers. From the superlative comparison, we can see and overstatement in the sentence. Although the advertiser claims that the parfume has the sexiest way, it is still unproven because there are still may other parfumes which can surpass the parfume’s sexiness way.

Description : The same woman wearing different clothes and with different characters also introduced a parfum which she is bound to make women feel

more sexy fragrance after use it. And she also tells how to use it and then she said that she really loved it.

Function : The slogan has *the sexiest way* as its hyperbolic marker. It used to describe that the fragrance can make costumers feel confident in living their night life with a sexy way from Victoria's Secret.

10) *With the power of 10 hands, wash so easy.* (Attack Easy)

The slogan is grouped phrasal hyperbolic form.

Description : A mother wake up early from her bedroom and she forgot she had a bucket to wash clothes and forget to dry. Then, she screamed hysterically see clothes. Suddenly her neighbors came to offer it using the attack with the power of 10 hands washing so easy. A mother became excited and immediately wash his clothes.

Function : Attack Easy using hyperbolic expression used to describe the state of excessive force hyperbolic expression language contained in the phrase “ with the strenght of 10 hands, was so easy.” The aim is to make costumers feel curious about this product and notify that the attack washed his own clothes felt different because it can help with 10 hands.

11) *The Indonesian coffee* (Top Coffee)

The slogan is grouped phrasal hyperbolic form.

Description : A famous mucisian Iwan fals which intoduces a coffee from Indonesia to several teenegers. Then, he said that the coffee was delicious and unbeatable taste. Some teenagers believe and drank cofee made directly by the legendary.

Function : the product using persuasive sentence, as if the coffee product is really belongs to the Indonesia people. The aim of the product is to strengthen the image and a great impression on the product's to coffee though not all Indonesian people feel has the product.

12) *Beverages have delicious taste and champion a matter of taste and unbeatable. (Ale-Ale)*

The sentence is grouped as phrasal hyperbole and the phrase is included as noun phrase because *unbeatable* is hyperbolic signal.

Description : A famous band from Indonesia to sing while introducing a new flavor of the drink “ ale-ale” that taste very champion. There is a sense of citrus, soursop, passion fruit and stroberry.

Function : it uses the phrasal form slogan because the aim is to encourage the consumers to try a new flavor of the drink is especially ad supported by a band called “ band kotak” are already famous in Indonesia. The band has an attaction to bring consumer are intersted in it and buy this product.

13) *The world in your hand. (telkom speedy)*

The sentence is grouped as phrasal hyperbole.

Description : The clerk office workers are working on their own. To facilitate their work, the office provides fast internet network facilities and not slow.

Function : To describe situations in an office of intricate work, they use the internet network access not slow the aim facilitate their work. In advertising the use of the word “ the world in your hand “ that sentence using hyperbolic expression. The sentence means the wolrd in your hand with the purpose if

everyone uses Telkom speedy to work, study, searching for a new information, it can be easily obtained by using Telkom speedy access to all over the world.

14) *Dull white so white like new* (Surf Detergent)

The sentence is grouped as phrasal hyperbole.

Description : An architect came to the office for her first day in the office. Then, a boss praised the clothes because it looks clean. Suddenly, the father of the architect was out of the car and meet them by wearing white clothes were clean and bright, the boss is getting praise the woman and her father.

Function : using Surf, costumers will be able to make even dull white color become brighter as new clothes. Style of language used is hyperbole. The function of sentence is to inform the consumers that Surf can make white clothes become brighter as new again.

15) *Rinso clean up the most clean.* (Rinso Detergent)

In this sentence has the phrase *the most clean* as its hyperbolic signal to describe this ad. It is superlative because using of *most* as the comparative degree.

Description : A girl is trying to cook a cake in the kitchen with a dinosaur doll, and make her clothes and kitchen become very dirty. Suddenly, her mother came, the girl was afraid because the kitchen is very dirty because of her. Her mother smiled and hugged her daughter and said that do not be afraid to her daughter because his clothes will be clean with Rinso.

Function : the function this slogan show Rinso is the best in washing clothes detergent. It is shown in the word "most" that means superlative, supported

by formulations that are inside, Rinso proved to be able to answer the question of hygiene. In the context of sentence want to say that Rinso is the only detergent which selected to used everyday. Why ? because one of the main important element in wash is from washing to be clean and this can only be done by Rinso.

C. Research Findings

After analysis of the data obtained in this study, it can conclude there was some finding as follow :

1. Many of the advertisement are identified through the impossible description. This is used to that most of them are explaining the quality of the products. The overstatement of numbers and quantities is used to explain how the product are affected.
2. After the hyperbolic expression are identified, the researcher continues to identify the hyperbolic form of the advertisement. Below is the table of hyperbolic form listed from example (1) untul (15).

Table 4.2.3

The Data Analysis of Hyperbolic Form

Hyperbolic Form	Data	Total
Phrasal Hyperbole	(6),(10),(11),(12)(13),(14)	6
Numerical Hyperbole	(1),(2),(3),(4)	4
Superlative Hyperbole	(9),(15)	2
Repetition Hyperbole	(7),(8)	2
Comparison	(5)	1

3. In analyzing hyperbolic form, one example can be classified into more than one hyperbolic form. There are two reasons leading to this case. First, in one example there are two or more hyperbolic markers, and the second is that one hyperbolic expression can be grouped into two forms.
4. The most common form happens in the advertisement is phrasal hyperbolic form. The second common form is numerical form, repetition and superlative only happen in a few of the examples. Comparison only happens once.
5. The using of hyperbolic expression in advertisement has a great role in making the advertisement more persuasive, noticeable, and eye-catching towards the readers. Hyperbolic expression in this advertisement also shares the function of reminder, which is to remind the customers with hyperbole therefore they will remember the product and keep buying it. It also delivers the informative function. Hyperbole utterance gives more details of the product to the readers. From the analysis above, the deletion of hyperbolic markers will make a great difference in the advertisement. The advertisement without hyperbolic expression will be less persuasive and not easily noticeable.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based the research finding, it was obtained some conclusion as follow :

1. We can identify hyperbolic expression through the overstatement of number quality and impossible description in the word, phrase or sentence of the advertisement. From fifteen slogan advertisement, there are five forms of hyperbolic experssion used in SCTV slogan advertisement, they were : phrasal hyperbole, numerical hyperbole, repetition hyperbole, comparison and superlative.
2. The function of hyperbolic expression is purposed to attract more attention from the readers, because an advertisement must be persuasive, noticeable, and aye catching. Hyperbolic expression is also used to remain the customers of the product and to give more detailed explanation about the product.

B. Suggestion

In relation to the conclusion, suggestion are staged as the following :

1. The students should study about figurative meaning especially hyperbolic expression and the forms.
2. The lecturers more focus in teaching figurative meaning especially hyperbolic expression.

3. The reader especially fo the students' UMSU, the result of the study can be purposed to introduce them which referred to figurative meaning especially hyperbole in slogan advertisement.

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APPENDICES

No	Advertisement	Slogan	Form
1.	Vaseline	<i>Immediately, four times brighter !</i>	Numerical Hyperbole
2.	Shampoo Sunslik	<i>Give a beautiful hair is worth 10.</i>	Numerical Hyperbole
3.	Sunlight	The higienic protection is <i>100 times better.</i>	Numerical Hyperbole
4.	Garuda Airlines	<i>Thousands of hands to perfect every single jouney.</i>	Numerical Hyperbole
5.	Pons' White Beauty	With two step, skin so white blushing. To look white, do not want half measures <i>to be more white and white again.</i>	Comparison
6.	Oriflame	This fragrance will enchanct your senses and take you to <i>a place of paradise and mysterious elegance.</i>	Phrasal Hyperbole
7.	Clear Shampoo	<i>There is no dandruff from all sides, , there is no hidden</i>	Repetition
8.	Sari Roti	Sari Roti Roti Sari Roti	Repetition

9.	Victoria's Secret	Inspired by a supermodel's night out, this provocative warm fragrance is <i>the sexiest way</i> to own the night.	Superlative
10.	Attack Easy	<i>With the power of 10 hands, wash so easy.</i>	Phrasal Hyperbole
11.	Top Coffee	<i>The Indonesian coffee</i>	Phrasal Hyperbole
12.	Ale Ale	<i>Beverages have delicious taste and champion a matter of taste and unbeatable.</i>	Phrasal Hyperbole
13.	Telkom Speddy	<i>The world in your hand.</i>	Phrasal Hyperbole
14.	Surf detergent	<i>Dull white so white like new</i>	Pharasal Hyperbole
15.	Rinso		Superlative