

# NON-LITERAL MEANING IN COSMETIC ADVERTISEMENTS IN *COSMOPOLITAN MAGAZINE*

By:

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## ABSTRAK

Makna non-literal sering digunakan dalam komunikasi, baik secara lisan maupun tulisan. Dalam tulisan, makna non-literal digunakan juga di dalam iklan sehingga penulis merasa tertarik untuk meneliti mengenai makna non-literal yang digunakan di dalam iklan, khususnya iklan kosmetika di Majalah *Cosmopolitan*. Dari hasil penelitian ditemukan bahwa jenis-jenis makna non-literal yang digunakan dalam iklan kosmetika di Majalah *Cosmopolitan* adalah personifikasi, hiperbola, synecdoche, simile dan metafora. Dari hasil analisa ditemukan juga bahwa masing-masing jenis makna non-literal memiliki arti tertentu.

Kata kunci: *makna non-literal, iklan, personifikasi, hiperbola, synecdoche, simile, metafora*

### Background of the Study

As a human being, people have the ability to communicate with one another. They communicate among themselves, about their activities, their interests, and their thoughts. They communicate by using something which is called language. Language organizes the content of the communication, what human beings want to talk about, into sounds that are heard or written symbols that are read.

People have many ways to interact with one another by using spoken language, written language, or gestures. All of them have meaning and messages to be conveyed by the speaker to hearer. Language makes it possible for a human to convey information among themselves. That is why language is considered as a product of social contact. It is in line with Lado (1962:2), who says that "Language is primarily an instrument of communication among human beings in a community." Furthermore, Sapir (1965:17) says, "Language is a purely human and non-

instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols."

The aim of the speaker expresses his idea through language is to make the hearer understand the meaning of the message he conveys. Meaning is a part of language and through language, the meaning is exchanged between speaker and hearer. Linguistics as the study of language is an interesting study because of the development and changes of language.

Non-literal meaning is found when a phrase means something other than the exact words in it. Non-literal meaning or figurative meaning occurs when a sentence or word has another hidden meaning besides the lexical meaning of the word. The speaker does not speak literally or means what the words mean.

Non-literal uses language are traditionally called figurative and are described by a host of rhetorical terms including metaphor, personification, simile, synecdoche, and hyperbole. It is not

an easy thing to differ between literal and non-literal use of language. But it will give the writer and the reader of this research a big benefit to know and understand more about non-literal meaning use in language by reading the result of this research.

People use non-literal meaning in spoken and written language. Non-literal meaning in figurative language will give a special impact on the language used in written information. Written information can be found in mass media, such as newspapers and magazines. In both magazines and newspapers, people can find advertisements to promote goods, services, companies, and ideas, that are usually performed by an identified sponsor. As White (2000:5) states that in the advertisement, the interaction is between the copywriters to the viewers as the receivers. From this perspective, it is known that advertising exists “to help to sell things”, which is limited to giving effective information about the product to give the consumer productive information about the necessity and the importance of the commodity advertised.

In this research, the writer tries to analyze non-literal meaning in the language used in cosmetic advertisements found in *Cosmopolitan Magazine*. Cosmetic advertisement is chosen to be the object of the analysis because it is proven that the advertisement can influence the consumer to buy the products advertised. The writer also sees that the language used in the advertisement greatly affects the consumers to buy the products.

### **The Problems of the Study**

The problem to be solved in this research is:

1. What kinds of non-literal meaning are found in cosmetic advertisement of *Cosmopolitan Magazine*, April 2018 USA edition?
2. What is the meaning of each non-literal meaning found in cosmetic advertisements in *Cosmopolitan Magazine*, April 2018 USA edition?

### **The Objectives of the Study**

There are two objectives of the study in this analysis as the guidelines to the problem mentioned before, that is

1. To find out the kinds of non-literal meaning that are found in cosmetic advertisements of *Cosmopolitan Magazine*, April 2018 USA edition.
2. To find out the meaning of each kind of non-literal meaning in cosmetic advertisements of *Cosmopolitan Magazine*, April 2018 USA edition.

### **The Scope of the Study**

The writer analyzes the non-literal meaning used in cosmetic advertisements in *Cosmopolitan Magazine*, April 2018, USA edition. The cosmetic advertisements are analyzed to find out the kinds of non-literal meaning and the meaning of each kind of non-literal meaning.

### **Semantics**

To understand the definition of semantics better, here are some definitions stated by some experts:

1. Saeed, (1997:3) says that semantics is the study of meaning communicated through language. Crystal (2008:428) says that semantics is a major branch of linguistics devoted to the study of meaning in language.
2. Griffiths (2006:15) says “Semantics, the study of word meaning and sentence meaning, abstracted away from contexts of use, is descriptive. When we are dealing with meaning and there is no context to consider, we are doing semantics.
3. Palmer (1976:1) says that Semantics is the technical term used to refer to the study of meaning. Unfortunately, ‘meaning’ covers a variety of aspects of language and there is no general agreement either about what meaning is or about the way in which it should be described.

Based on the explanation above, it can be concluded that Semantics is one of the linguistics branches that focus on studying language meaning. Studying semantics allows people to explain what it is exactly about the headline which is confusing and why readers can be led to believe there are two possible meanings. People do not only speak in the same rules but sometimes they create some style of language both in written language or spoken language. That is the reason why semantics help people study about meaning.

### Meaning

Meaning is something that is conveyed or signified sense or significance. The inner, symbolic, or true interpretation, value, or message the meaning of a dream. Meaning is intended or expressed or signified a message; for example "what is the meaning of this sentence"; the significance of a red traffic light". Broadly speaking, 'meaning' means the sum total of communicated through language. Words, Phrases, and sentences have meanings that are studied in semantics.

### Literal Meaning

In studying semantics, there two kinds of meaning, they are literal and non-literal meaning. Saeed (1997) divides meaning into the literal meaning and non-literal meaning. The literal meaning is just the same with conceptual meaning and non-literal meaning is the same with connotative meaning.

The literal meaning is meaning without any other meanings besides the lexical meaning or the surface meaning of words or sentences. Therefore, there will be no differences between linguistic meaning and speaker meaning. Literal is based on the actual words or the real means not to use figurative or symbolic. When the speaker speaks literally he or she does not have hidden meaning in his words

or her words. The examples below illustrate the literal meaning :

1. She goes to school
2. She is a beautiful girl.

All the sentences above are literal meaning and easy to understand as long as the writer intends them as what they really mean lexically. In literal meaning, there is no misunderstanding or misinterpretation between the speaker and the listener. Literal meaning also means true meaning.

### Non-Literal Meaning

Non-literal meaning is included as a part of communication which is directly meant as an activity that occurs when there is no conversation between speaker and hearer. Non-literal or figurative language refers to words, and groups of words, that exaggerate or alter the usual meanings of the component words. It is the opposite of literal meaning. When the speaker means something different from what the words, phrases or sentences really mean. The words or sentences have another hidden meaning besides the lexical meaning.

Non-literal meaning requires different processing than a literal meaning, (Saeed 1997:17). Non-literal meaning is used to express an idea abstract or imaginative way. It is important for everyone to understand the non-literal meaning to avoid misunderstanding in daily conversation. The non-literal meaning is very needed to make our sentence more beauty and art and for other reasons, it might be the best way to substitute any offensive words or replacement for unpleasant for some people.

The following examples illustrate the non-literal meaning :

1. The sun floods the room
2. I die a little

All the sentences above non-literal meaning; it means that they do not have

the real meanings. Non-literal meanings are traditionally called figurative language. They are described by a large set of rhetorical terms including personification, hyperbole, synecdoche, simile, and metaphor.

### **Kinds of Non-Literal Meaning**

Language is application may be divided into two ways, written and spoken. When we use one of those ways, of course, it is because we intend to reveal something to other people or there is a meaning in what is spoken or written. Saeed (1997:15) says that "Non-literal uses of language are traditionally called figurative and are described by a host of rhetorical terms including metaphor, irony, metonymy, synecdoche, hyperbole, and litotes.", Tarigan (1995: 114) says that figurative expression is Comparison consists of simile, metaphor, personification, allegory, and antithesis; Contrast consists of hyperbole, litotes, irony, oxymoron, paronomasia, paralysis, and zeugma; And linkage consists of metonymy, synecdoche, allusion, euphemism, ellipsis, inversion, and gradations.

In this thesis, the writer analyzes five types of figurative expression or non-literal meaning based on Tarigan's theory. They are Personification, Hyperbole, Synecdoche, Simile, and Metaphor.

### **Personification**

Personification is the figures of speech in which in thing, an animal or an abstract term (truth, nature) is made or the object are likely considered as having human since human characteristics are attached to the objects themselves. The representing of the imaginary creatures or things is seen as having human personalities, intelligence, and emotion.

A personification is a special form of metaphor that pictures inanimate things to act, speak, or talk like humans. For example; "my heart says yes ". The word "say" can be interpreted literally as an activity of a person to express the person's

idea. But according to the sentence above, this activity is done by 'heart', which is an inanimate object, although the idea of the sentence above is non-literally meant as an expression of the agreement of something.

### **Hyperbole**

The word hyperbole itself is derived from Greek. It is from two words, *hyper* means *over* and *balle* means *to throw*. Tarigan (1995: 129) says, *Hiperbola adalah sejenis majas yang mengandung pernyataan yang berlebih-lebihan, jumlahnya, ukurannya, atau sifatnya dengan maksud memberi penekanan papaseat pernyataan atau situasi untuk memperhebat, meningkatkan kesan dan pengaruhnya* (hyperbole is a kind of figurative expressions containing a statement that exaggerates the quality, size, or number of something, sometimes for a fantastic degree in order to emphasize the point more.). Hyperbole is one of the exaggerated ways which consists of an exaggerated statement which does not mean to be literally. Hyperbole is indicated as a way of describing something in order to make it sound bigger, smaller, better, worse, etc. For example:

“ Your eyes are as bright as stars “.

“Your eyes” does not really mean to shine like a star, but it is just to show that the “eyes” here is different and brighter than the other.

### **Synecdoche**

Synecdoche is derived from Greek *synekdechethai*, which means to show a part of a single domain stands for the entire domain (Dale stated in Tarigan 1995:140). Synecdoche is a kind of figurative language that mentions part of a thing to signify the whole thing or uses the whole to signify the part.

Based on those definitions above, synecdoche is a kind of figurative language that uses the name of a part of something like the name of its whole part or vice

versa Synecdoche can be divided into two kinds, they are:

1. Apart is used to mean the whole of the thing.

For example: "All eyes on you".

The words "all eyes" represent "the people or public", not only the eyes of the people but also the whole of their body, since eyes are part of the human body.

2. The whole is used to mean a part.

For example: "Did you see the badminton competition between China and Indonesia?"

In this sentence, China and Indonesia are used as a substitution of some players of both countries.

### Simile

A simile is an explicit and direct comparison of similarities between two different objects. Tarigan (1995: 118) says, *Simile adalah perbandingan dua hal yang pada hakekatnya berlainan dan yang sengaja kita anggap sama.* (Simile is a comparison between two unlike objects that are regarded similar or almost similar). A simile is not just an ordinary comparison. A comparison is important and necessary in daily conversation. A simile just compares two basic things that are found to be alike in one respect.

1. Your smile is like the sun
2. You are as beautiful as the rose

In the first sentence, it does not mean that your smile is like the sun. The writer wants to compare your eyes and the sun. Literally, it can be said that your smile is beautiful or you have a beautiful smile. In the second sentence, the writer wants to compare you and beautiful flower-like a rose. Literally, it becomes you are beautiful like a beautiful rose

### Metaphor

Metaphor is the way to express the idea by using the substitution words with

similar qualities as the representation of the first object which is substituted. It describes one thing or idea by using words that usually use something else. The use of similar qualities does not mean one object is like another.

Tarigan (1995: 121) says, "*Metapora adalah sejenis majas perbandingan yang paling singkat, padat, dan tersusun rapi. Didalam nya terlibat dua ide; yang satu adalah suatu kenyataan, sesuatu yang dipikirkan, yang menjadi objek, dan yang satu lagi merupakan perbandingan terhadap kenyataan tadi, dan kita menggantikan yang belakang ini menjadi yang terdahulu tadi.* (Metaphor is the most concise, condensed, well-ordered kind of comparative figurative expression. Two ideas are involved inside; the one is the reality or the object, something thought, and the other is the comparison to the reality, we substitute the latter with the former). For example: *is her teeth are pearl*, from that sentence it doesn't mean that her teeth are real pearl, but the speaker just wants to say that her teeth are clean and sparkling as a pearl. Another example is "*she hides from mortal eyes*". If people think about mortal, people may consider it as a kind of dangerous thing to the eye. In this case, the word mortal is used to express the idea of someone who is having a sharp looking.

### Advertisements

Advertising is a form of marketing communication used to promote or sell something, usually a business' product or service. Advertising by the government in favor of its own policies is often called propaganda. Advertising messages are usually paid for by sponsors and viewed via various old media: including mass media such as newspapers, magazines, television, radio, outdoor advertising or direct mail, or new media such as blogs, websites or text messages.

Commercial ads seek to generate increased consumption of their products or services through branding, which

associates a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations, and governmental agencies. Nonprofit organizations may use free modes of persuasion, such as a public service announcement. Therefore, advertising can be viewed and as the bridge between the business and its potential customers. Generally, the purpose is to stimulate consumer's interest and lead to the sale of the merchandise.

Samson (1967: 23) states, the following elements are found in every good advertisement:

- 1) Attention – getting headline
- 2) Concise, readable body copy
- 3) Effective illustrations
- 4) Distinctive store logo type

Therefore, good advertisements can fulfill our needs that are interested to read, look, even to buy it. So we can conclude that an advertisement is a kind of communication using mass media to make people interested to buy the product as. Wells, Burnet, and Moriarty (1997:6) state, advertising is paid nonpersonal communication from an identified sponsor using mass media to persuade or influence an audience."

### ***Cosmopolitan Magazine***

*Cosmopolitan* is an international fashion magazine for women. *The Cosmopolitan*, it was first published in 1886 in the United States as a family magazine. It was later transformed into a literary magazine and eventually became a women's magazine in the late 1960s. Also known as Cosmo, its content as of 2011 included articles on women's issues, relationships, sex, health, careers, self-improvement, celebrities, fashion, and beauty. Published by Hearst Magazines, *Cosmopolitan* has 64 international editions,

is printed in 35 languages and is distributed in more than 110 countries (<https://en.wikipedia.org>).

*Cosmopolitan* has 64 international editions worldwide published in 35 languages with distribution in more than 100 countries making *Cosmopolitan* the largest-selling young women's magazine in the world (hearst.com.) Some international editions are published in partnerships, such as licenses or joint ventures, with established publishing houses in each local market. *Cosmopolitan* has since the sixties been a women's magazine discussing such topics as sex, health, fitness, and fashion. *Cosmopolitan* also has a section called "Ask Him Anything" where a male writer answers readers' questions about men and dating.

Besides containing various information about women's issues, relationships, sex, health, careers, self-improvement, celebrities, and fashion, *Cosmopolitan Magazine* also contains advertisements that promote how to improve women's beauty. The magazine contains many cosmetic advertisements. The products advertised are varied from makeup products, shampoo, cleanser, and other products. This is why the writer has chosen *Cosmopolitan Magazine* as the source of data for this research.

### **Research Design**

Bungin (2005:40-41) states that there are three kinds of research methods based on the location i.e. of library research, laboratory research, and field research. In conducting this research, the writer has used a descriptive qualitative design. It involves the description, recording analysis, and interpretation of conditions that exist. Descriptive research is used to establish the existence of phenomena by explicitly describing them. Therefore, this study has used qualitative design to describe non-literal meaning found in cosmetic advertisements in *Cosmopolitan Magazine*. April 2018, USA edition.

### The Object of the Study

The object of the study in this research is cosmetic advertisements in *Cosmopolitan Magazine*, April 2016, USA edition. All the advertisements are analyzed to find out the kinds of non-literal meaning used in the advertisements.

### Technique of Collecting Data

In collecting the data, some steps have been done, they are:

1. Downloading the online edition of *Cosmopolitan Magazine*, April 2018, USA edition.
2. Selecting all cosmetic advertisements in *Cosmopolitan Magazine*, April 2018 USA edition.
3. Finding the data of the kinds of non-literal meaning in *Cosmopolitan Magazine*, April 2018 USA edition.

### Technique of Analyzing Data

After collecting and selecting the data, the writer has analyzed the data. In analyzing the data, the writer has done some steps, they are:

1. Analyzing all the sentences in the cosmetic advertisements in *Cosmopolitan Magazine*, April 2018 USA edition that relate to non-literal meaning.
2. Classifying all the sentences in *Cosmopolitan Magazine*, April 2018 USA edition that relate to non-literal meaning into each kind of non-literal meaning.
3. Analyzing the meaning of each non-literal meaning found in cosmetic advertisements in *Cosmopolitan Magazine*, April 2018 USA edition.
4. Drawing the conclusions based on the result of the analysis.

### The Kinds of Non-Literal Meaning in Cosmetic Advertisements in *Cosmopolitan Magazine*

### Personification

A personification is a special form of metaphor that pictures inanimate things to act, speak, or talk like humans. For example; "my heart says yes ". The word "say" can be interpreted literally as an activity of a person to express the person's idea. But according to the sentence above, this activity is done by 'heart', which is an inanimate object, although the idea of the sentence above is non-literally meant as an expression of the agreement of something.

Personification in the cosmetic advertisements of *Cosmopolitan Magazine* can be found in the following sentences:

1. Sensitive skin deserves an award-winning cleanser.

This sentence is a personification because the subject, sensitive skin, an inanimate thing has the quality of humans that deserves something.

2. Say hello to instant radiance.

Instant radiance of the skin is not human, so how it is possible to say goodbye to it. This means that instance radiance of skin in this sentence is considered to have a human quality.

3. When your hair is strong.

The sentence is definitely a personification because it is said that hair is strong, a quality that living thing has.

4. An eye-shaped brush builds hyper-curved volume.

In the sentence, a brush is said to have the ability to build. A real brush cannot build anything. It shows that the brush in the sentence is considered to have the ability of humans.

5. Meet the mascara with a cult following.

The sentence is classified to be a personification because mascara is a thing, so it is not impossible to meet a mascara.

6. *Voluminous* adds length and thickness to my lashes.

*Voluminous* is a brand of a mascara. It is impossible for a real mascara to add something to other thing. But since the sentence is a personification, *Voluminous* is considered to have the ability to add something to other thing.

7. For hair that lives to move.

Hair is not a living thing. But in this sentence, hair lives. It means that it is a personification.

8. Goodbye, 'look but don't touch' hair.

In this sentence, hair is once again considered as living thing because the readers are told to say goodbye to it.

9. The *TRESemme Beauty-Full Volume* styling range helps you finish your look and have it all.

*TRESemme Beauty-Full Volume* is a shampoo product. It is definitely an inanimate thing. But in this sentence *TRESemme Beauty-Full Volume* can help the consumers.

10. *Biore* free your pores.

*Biore* is a face cleanser. It is not a living thing. But it can free something.

11. *Sephora* resolve redness.

*Sephora* is a brand of various types of cosmetic products. It is not a living thing but it can resolve something. This sentence is classified into personification.

12. Now your hair can have it all.

How can hair have anything? It means that in this sentence, the hair is considered to have the quality a living thing has. It is a personification.

## Hyperbole

Hyperbole is one of the exaggerated ways which consists of an exaggerated statement which does not mean to be literally. Hyperbole is indicated as a way

of describing something in order to make it sound bigger, smaller, better, worse, etc.

In the cosmetic advertisements of *Cosmopolitan Magazine*, hyperbole is found in the following sentences:

1. Longer, stronger, even more WOW hair.

WOW is an expression usually used to show something that is really exceptional. How good hair can be that it becomes something WOW. This is an exaggeration which means that it is a hyperbole.

2. When your hair is strong, you can go further than you ever thought.

With strong hair, how can someone go anywhere? Of course, this sentence is a hyperbole because the advertisement exaggerates things.

3. Every inch 10x stronger.

This is definitely hyperbole. The sentence talks about every inch of hair that can be 10 x stronger. Ten times stronger is too much. This is an exaggeration.

## Synecdoche

Synecdoche is a kind of figurative language that uses the name of a part of something as the name of its whole part or vice versa.

1. Stronger hair. Stronger you.

In this sentence, the hair represents the complete self of a woman who always cares about beauty. Having good hair will make a woman feel confident. So hair in this sentence is used to represent a woman.

2. Because you're worth it.

This sentence means that a woman deserves to get the best things in her life. "It" in this sentence means the best thing a woman must have in her life.



3. *Biore* free your pores.

Pores, in this sentence, represents the whole face that needs cleansing.

### Simile

A simile is an explicit and direct comparison of similarities between two different objects.

1. So you can rock looks just as beautiful as Selena's.

Selena (Gomez) is a beautiful young celebrity with beautiful black hair. This sentence is a Simile because it offers strong and beautiful hair that will make the consumer's hair look as beautiful as Selena Gomez's hair.

### Metaphor

Metaphor is the way to express the idea by using the substitution words with similar qualities as the representation of the first object which is substituted. It describes one thing or idea by using words that usually use something else. The use of similar qualities does not mean one object is like another.

1. Last even through your longest day.

This sentence uses the expression "your longest day" which means the busiest day a person can have. So, it definitely a metaphor because it uses different words with the same qualities.

2. *Biore's* new weapon in the fight for the clean pores.

A new weapon in this sentence does not mean the real weapon. The new weapon here is actually *Biore* which is used to clean the customers' faces.

3. Hydration, the key to skin that glows from within.

"the key" in this sentence is not a real key to open something. The word 'key' is used to show that the product

can be used to make the customers' skin look much better.

### The Meaning of Each Kind of Non-Literal Meaning in Cosmetic Advertisements in *Cosmopolitan Magazine*

Non-literal meaning is found when a phrase means something other than the exact words in it. Non-literal meaning or figurative meaning occurs when a sentence or word has another hidden meaning besides the lexical meaning of the word. The previous explanation shows that the cosmetic advertisements in *Cosmopolitan Magazine*, April 2016, USA edition use non-literal meaning to deliver the messages in the advertisements. Non-literal meaning is used to make the readers more interested in the products advertised.

### Personification

The meaning of Personification in the cosmetic advertisements of *Cosmopolitan Magazine* can be interpreted as follow:

1. Sensitive skin deserves an award-winning cleanser.

This sentence means that women have to treat their skin, especially sensitive skin, with the best treatment so that they can always look beautiful.

2. Say hello to instant radiance.

It is impossible to say goodbye to skin radiance literally. This sentence means that the product advertised can help the customers to have brighter skin. They don't have to be worried about having dull skin anymore.

3. When your hair is strong.

What is meant as strong hair in the sentence is hair that will not fall easily.

4. An eye-shaped brush builds hyper-curved volume.

This sentence means that the brush which is shaped like eyes will make the customers' eyelashes look better and thicker. Thicker eyelashes will make the customers' eyes look more beautiful.

5. Meet the mascara with a cult following.

This sentence tries to introduce the customers to a new mascara which will make them look more beautiful and attractive.

6. *Voluminous* adds length and thickness to my lashes.

This sentence means that *Voluminous*, the mascara, will make the customer's eyelashes look longer and thicker. This is a new mascara that is better than other mascara products.

7. For hair that lives to move.

It is impossible to have hair that moves. This sentence means that the shampoo product advertised is a good product that will make the customers' hair healthy and soft. The hair will be as soft as silk that it will make the hair move so easily.

8. Goodbye, 'look but don't touch' hair.

Goodbye, in this sentence, does not mean real goodbye. It means that the shampoo product will make the hair healthy. The customers will not have to worry anymore about hair which will only look healthy but when it is touched they will find it not healthy. Their hair will be as healthy as when it is looked at or touched.

9. The *TRESemme Beauty-Full Volume* styling range helps you finish your look and have it all.

*TRESemme Beauty-Full Volume* doesn't really help in this sentence. It is a thing. It cannot help anyone. This means that *TRESemme*

*Beauty-Full Volume* will make the customers' hair look better.

10. *Biore* free your pores.

*Biore* is a cleanser product. It cannot free anything. 'free' in this sentence means that *Biore* will make the customers' pores clean and fresh.

11. *Sephora* resolve redness.

*Sephora* is a beauty product that can make the customers' faces look good. The face will not look red if the customers apply it to their faces.

12. Now your hair can have it all.

This sentence means that hair can get the best treatment if the product advertised is used.

### Hyperbole

Hyperbole is one of the exaggerated ways which consists of an exaggerated statement which does not mean to be literally.

In the cosmetic advertisements of *Cosmopolitan Magazine*, the sentences in hyperbole mean:

1. Longer, stronger, even more WOW hair.

When the product is used, the customers will have very healthy hair that will look amazing. It will be so amazing that everybody will admire the customers' hair.

2. When your hair is strong, you can go further than you ever thought.

This sentence means that having strong hair will make the customers of the product feel confident that they can give the best in everything they do.

3. Every inch 10x stronger.

This sentence means that the shampoo product advertised will make their hair such as healthy hair. Their hair will not fall. It will be so healthy

that the shampoo will make the hair really healthy inch by inch. This is actually too much. But the copywriter uses hyperbole to make the customers impressed with the quality of the product.

### Synecdoche

Synecdoche is a kind of figurative language that uses the name of a part of something as the name of its whole part or vice versa.

1. Stronger hair. Stronger you.

This sentence means that even though the hair is only a little part of a woman, it affects her very much. Having strong hair will make the customers confident individuals who are not afraid to show the best performance in everything they do.

2. Because you're worth it.

'it' in this sentence means that women as the customers of the product deserve to get the best treatment and the best things in their lives. The motto of the product means that the product is the best product that will give the best treatment to women as the customers.

3. *Biore* free your pores.

"Pores" in this sentence represents the face as a whole. Clean pores will make the face clean and fresh.

### Simile

A simile is an explicit and direct comparison of similarities between two different objects.

1. So you can rock looks just as beautiful as Selena's.

Selena Gomez is a gorgeous multitalented actress. She is a girl with beautiful dark hair. That is the way the copywriter uses as her hair as the object of Simile. The customers can

have beautiful long dark hair like Selena's hair if they use the product.

### Metaphor

Metaphor is the way to express the idea by using the substitution words with similar qualities as the representation of the first object which is substituted.

The Metaphor found in the cosmetic advertisements in *Cosmopolitan Magazine* means:

1. Last even through your longest day.

This sentence means that the product advertised will make the customers look beautiful during their busiest day. 'longest day' means the day when someone will be busy all day. It doesn't mean that there is a day which is more than 24 hours. The activities on that day take a very long time that it is considered the longest day.

2. *Biore's* new weapon in the fight for the clean pores.

*Biore* is a beauty product. It is impossible for it to be a weapon. 'weapon' here means that *Biore* is a new product that will clean the customers' pores completely. It will make the customers' faces look cleaner and brighter.

3. Hydration, the key to skin that glows from within.

'key' is something to open a door. This sentence means that the product advertised is the best product that will make the customers' face bright that it looks as if it glowed.

### Conclusions

People sometimes use sentences that do not mean the real meaning of the words. This is what happens when people use non-literal meaning in the language they use. This also happens in the advertisement, especially in cosmetic advertisements in *Cosmopolitan Magazine* as the object of the study in this research.

Based on the result of the analysis, it is concluded that

1. Cosmetic advertisements in *Cosmopolitan Magazine* contain non-literal meaning. The kinds of non-literal meaning used in cosmetic advertisements are Personification, Hyperbole, Synecdoche, Simile, and Metaphor.
2. Each kind of non-literal meaning in *Cosmopolitan Magazine* has meaning that is different from what is written. For example when it is said that *Biore* free pores, it does not mean that the product frees the product from something. It means that it will make the pores clean from dirt. 'pores' in the example also means the whole face, not the pores only.

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