

HYPERBOLE IN TELEVISION ADVERTISEMENTS

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ABSTRACT

Hyperbole employs a sharp-witted arrangement of words, images or meanings, meant to produce a specific effect on an audience. This paper focuses on hyperbole in television advertisement. The aim is to know the kinds of hyperbole used in television advertisement and to discuss the purposes of using hyperboles in television advertisement. This research uses descriptive method which involves the following steps: collecting, classifying, and analyzing the data. This study presents only two types of hyperbole. Referential equivalent method is used to determine the kinds of hyperboles in television advertisement. Meanwhile, pragmatic equivalent method is used to analyze the purpose of using hyperboles in television advertisement. The first is visual hyperbole and the second is verbal hyperbole. The purposes of using hyperboles in television advertisement are to exaggerate the ideas that need stress, to add an amusing effect in the text, and to grab the attention or to attract the customer.

Keywords : hyperbole, advertisement, visual, verbal

1. INTRODUCTION

Advertising is not simply about the commercial promotion of branded products; it can also enhance the image of an individual, group or organization. Consumers today are more familiar with the language of advertising than the product which is being advertised. The process of advertising communication is complex, and its language can have a powerful influence over people and their behaviour.

Hyperbole is commonly found in many advertising medium, from print advertisement and radio spots to TV commercials and promotional websites. Hyperbole is the use of exaggeration for extra effect. The advertisement can use hyperbole to add extra drama or comedy to get the customer awareness toward the product. Hyperbole, like other figures of speech, is used to communicate ideas, emotions, and images in a more efficient way than through plain language.

Hyperbole is a kind of 'structuring' of reality where there are competing realities; it can enable sharp focus on one account of reality and downplay rival account, and it brings the listeners into the perspective of the speaker in a powerful way. Although it may be heard as a counter to other claims to describe reality, or as describing impossibilities, hyperbole is not heard as an act of lying. (McCarthy and Carter 2004: 152)

Hyperbole in advertisements portrays people, products, and services in ways that far exceed their capability. It is a common strategy which is used to gain attention, generate humour, and underline product qualities. Exaggeration becomes the elements in advertising. Many advertisements try to make the brands look bigger and more important than they actually are to the consumer. It makes the exaggeration hard to digest by and also grows consumer suspicion toward the brand. Therefore, the exaggeration in advertisement has to be relevant to the benefit of the brand. The exaggeration in an advertisement also involves the use of textual and visual device that outlining people, products, and objects in ways that far exceed their abilities.

McQuarrie (in Kleitsch, 2015) states that both the verbal and visual information presented in an advertisement can impact the way an advertising message is processed and perceived by the viewer.

Television advertisement plays a great role to attract the audience's awareness toward the product. This study aims to know the kinds of hyperbole used in television advertisement and to discuss the purposes of using hyperboles in television advertisement.

2. LITERATURE REVIEW

a. Figurative Language

Figurative language is a way of saying other than the literal meaning of the words. Shaw states figurative language often vivid and imaginative can add color and clarity, vigor and effectiveness to writing (1985: 251).

Figurative language is language that uses words or expressions with a meaning that is different from the literal interpretation. It cannot be understood literally because the words are used in non-literal sense. Non-literal uses of language are traditionally called figurative. Non-literal meaning is a kind of meaning which means something different from what the word means. Non-literal meaning occurs when the speaker means different from the word or sentences really means. In the other words, when a speaker speak a word or a sentence, which implies the different meaning from its real meaning and that is the time for the speaker to speak non literally. In addition, the word or sentence which is spoken by the speaker had hidden meaning besides the lexical meaning.

Furthermore, Leech (1981: 11) has classified figurative language into seven types. The seven types of figurative language are irony, hyperbole, metaphor, metonymy, litotes, simile, and personification. However, this research will only focus on hyperbole in television advertisement.

b. Hyperbole

Hyperbole is expression of exaggeration which is used by a writer depicted as being better or worse, or larger or smaller than actually the case. It is deliberate overstatement not intended to be taken literally. It is used as a means of emphasizing the truth of the statement. It tells more than the truth about the size, number, or degree of something without intending to deceive.

Etymologically, the word 'hyperbole' derived from the Greek word. It is from two words: 'hyper' which means 'over' and 'ballein' which means 'to throw'. It may be used to evoke strong feeling or to create a strong impression,

but it is rarely meant to be taken literally. Hyperbole employs exaggeration more than the fact.

c. Advertisement

People are exposed to large numbers of television advertisements each day, and that television advertising exposures are probably more common than ads in any other medium. The term advertisement is defined as the structured and composed non personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services & ideas) by identified sponsors through various media (Arens 2002: 7).

Advertisement is one of mass communication means to be used for presentation and promotion of ideas, products and services by an identified sponsors or company through impersonal media. It is not only to inform a product or services but also to persuade and to convince the society. Kasali (1992) states that in general, advertisement has the aims to change prospective consumers to be loyal consumers for a certain period of time or to develop positive attitude of the prospective consumers, so that they become loyal consumers in the future. Therefore, it is very important for the advertisers to know why people read advertisement and how to create an attractive advertisement.

Media in advertising has important role to spread the advertisement within the community. Commercial advertising media can include television, newspaper, magazine, cinema, etc. Thus, the study only focuses on hyperbole in television advertisement.

3. METHOD

This study is a descriptive qualitative research. It is used to determine the characteristic of the data based on fact. The data of hyperbole are taken from television advertisement in September 2017. Referential equivalent method is a method to analyze the data based on the extra-linguistic factors (Djajasudarma, 1993:58). Referential equivalent method is used to describe the kinds of hyperbole in television advertisement. Referential equivalent method is a method to analyze the data based on the extra-linguistic factors (Djajasudarma,1993:58). Pragmatic equivalent is applied to analyze the purposes of using hyperboles in television advertisement. Pragmatic equivalent method refers to the institutional setting in which a piece of language occurs and embraces not only the subject matter in hand but also the whole activity of the speaker of participant in setting(Djajasudarma,1993: 60).

4.DISCUSSION

a. The kinds of hyperbole in the television advertisement

1. Visual Hyperbole

Advertisers are experts at displays of visual hyperbole. The advertisements which employs visual hyperbole show how users can gain tremendous, super-human benefits from a product. Most often, visual is generated as a fusion between a benefit, an offered value and asensory fact or promise highlighted in a visual way.



Picture1. The advertisement of Appetton Weight Gain.

Picture 1 shows part of Appetton Weight Gain advertisement. It is milk product to add weight. The target consumer of this advertisement is skinny or thin woman. In the beginning, the advertisement clip shows a bride to be who is anxious after fitting her wedding dress. The wedding dress is beautiful but it does not fit into her body. She is too thin for the dress. The next scene (Picture 1), tries to give audience some emotional touch by presenting a disaster that might happen to thin woman. A thin woman is walking along street, then suddenly she gets blown by high wind. The advertisement employs visual hyperbole in which it is actually impossible a person gets blown by the wind.

The advertisement slogan of the Appetton Weight Gain “Menambah membantu berat badan secara alami dan efektif” promises to help the consumer gaining their weight naturally and effectively. The visual hyperbole in the advertisements wants to attract the target consumer that Appetton Weight Gain is able to help them gaining their weights.



Picture 2. The advertisement of Kratingdaeng.

Picture 2 shows part of Kratingdaeng advertisement. It is an energy drink to add energy for those who drinks it. The target consumer of this advertisement is sophisticated young people. The advertisement clip shows two men and one woman take a sip of Kratingdaeng energy drink. Then in a second, they are flying

in the sky. This energy drink is very hyperbolic. Obviously, people will not have flying ability, even after drinking this energy drink.

The message has “Unleashed Excitement” as its advertisement campaign. The message behind this hyperbolic advertisement is that by drinking this home energy, people can feel released or become unrestrained. The feeling of released or become unrestrained are shown in the hyperbolic clips of flying in the sky. This energy drink is marketed as providing mental and physical stimulation of being free from all matters, a feeling of great enthusiasm and eagerness.

2. Verbal Hyperbole

Advertisers also use verbal cues to create hyperbole. Here is the example of verbal hyperbole in advertisement:

Listerine bikin mulut keluargamu extra bersih
saat puasa hingga 12 jam.
Sikat gigi saja tidak cukup.
Pakai Listerine!

Yang mengurangi 99,9% kuman, untuk nafas segar.

The advertisement employs Hyperbole expression. It can be seen by the use of the word “Yang mengurangi 99,9% kuman”. The advertisement for mouthwash “Listerine” states that the product can reduce 99% germs for fresh breath. It overwhelms the statement to describe the result of using the product. It is hyperbole of quantity contains a quantitative scale containing exaggerated quantitative information.

Another example of verbal hyperbole in advertisement:

Bukan keberuntungan, tapi kerja keras.
Hanya menerima yang terbaik
Karenanya, saya minum Pharmaton!

Satu-satunya multivitamin mineral dan gingseng G115

The advertisement employs Hyperbole expression. It uses excessive words “**Satu-satunya**” to show that this medicine is the only product of multivitamin and gingseng G115 to have such kind of formula. Gingseng is the root of a tropical plant, especially from China, used as a medicine and to improve health. By using exaggerating statement, the advertiser wants to describe the superiority of the product so that they have desire to buy it. Therefore, the hyperbole expression is to exaggerate the product’s superiority compared with the other products.

b. The purposes of using hyperbole in advertisement:

1. To exaggerate the ideas that need stress

Advertisement uses hyperbole to exaggerate the ideas that need stress. It is used to exaggerate the product’s superiority compared with the other products. It includes exaggerating effects in its visual or verbal language. However, the interpretation of a hyperbole might not actually true, rather it is an embellishment and it highlights an emotion. It is applied to accentuate the thoughts, ideas and images presented in the advertisement and it dramatizes the overall advertisement.

2. To add an amusing effect

The amusing effect in the visual or verbal hyperbole presents something common in an intense manner. By applying hyperbole, the advertisement can turn a common feeling into a remarkable one. Eventhough the audience recognise the advertisement as an exaggeration, they did not consider the advertisement as inaccurate and are not bothered by its visual representation. The exaggerate visual presentation is recognised by the participants as visual communication

3. To grab the attention or to attract the customer

Hyperbole can be a powerful tool, allowing the advertiser to create a heightened sense of a feeling, action or quality. The different of interpretation from the commonly understood meaning can generate the pleasant feeling of inspiration and even profound understanding. Therefore, visual hyperbole should produce a more positive attitude for the advertising texts and images are liked, referred to and remembered more easily. It makes the product memorable for a long time.

5. CONCLUSION

Since television is a primarily visual medium, advertisers appeal to consumer senses through attractive sights. When the audience are drawn into the commercial by its attractive visuals, it has audience's attention and can pitch the audience whatever it has to offer. The exaggeration in visual hyperbole and verbal hyperbole are usually employed by the advertisers. The purposes of using hyperboles in television advertisement are to exaggerate the ideas that need stress, to add an amusing effect in the text, and to grab the attention or to attract the customer.

Furthermore, it is suggested that the advertising does not focus solely on commercial gain, but the messages which are contained in it should give more moral value to the community.

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