



ISSN: 2406-8330  
e-ISSN: 2503-0302

**LINGUA LITERA**  
**Journal of English Linguistics and Literature**  
<http://journal.stba-prayoga.ac.id>

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**HYPERBOLE IN TOILETRIES PRODUCTS  
ADVERTISEMENTS ON YOUTUBE**

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**Abstract**

Hyperbole is one of the types of figurative language which is used to exaggerate something or to make the object bigger than the real object, and it has a different meaning from the standard meaning. The purpose of this research was to identify the forms of hyperbole found in toiletries product advertisements on YouTube. The data were taken from toiletries product advertisements on YouTube. The author applied Claridge's theory to classify the forms of hyperbole. There are seven forms of hyperbole according to Claridge (2011). They are single word hyperbole, phrasal hyperbole, clausal hyperbole, numerical hyperbole, the role of superlative, comparison, and repetition. The author used the qualitative research method to do the research. This study reveals that only six forms of hyperbole according to Claridge (2011) were found in toiletries products advertisements on YouTube. The forms are single word hyperbole, phrasal hyperbole, clausal hyperbole, numerical hyperbole, the role of superlative, and repetition. From the occurrence of all six forms of hyperbole, toiletries products advertisements tend to use phrasal hyperbole, single word hyperbole, and numerical hyperbole. In conclusion, it can be said that almost all toiletries product advertisements on YouTube use hyperbole to attract or persuade people to buy their products.

Keywords: hyperbole, toiletries, advertisement

## I. INTRODUCTION

Advertisement is a part of human life, which can be found wherever they are. Consciously or unconsciously, they have met advertisements in their life. People usually use it for business and to make money. According to Cambridge Dictionary (2021), an advertisement is a picture, short film, song, etc. that tries to persuade people to buy a product or service, or a piece of text that tells people about a job, etc. Based on it, it can be said that the advertisement is an announcement that can be found in the form of a picture, paper, video, or sound (such as in radio or music digital) in a public medium promoting a product, service, or event or publicizing a job vacancy.

To attract consumers to buy their products, advertisements used several techniques to advertise their products. According to Gourmetads (2021), there are 10 advertising techniques for advertisers and brands. They are promotions and rewards, use statistics and data, endorsements, repetition, ask the right questions, appeal emotionally, use interesting characters, be more human, get everyone on the bandwagon, connect with consumers.” So, based on the 10 techniques the advertisements used to promote their products.

In promoting their products, advertisements used figurative language to trigger the consumer's interest's to buy the products. Figurative language is a language that uses words or expressions with a meaning that is different from the literal interpretation. Figurative language makes an expression of varied thoughts and feelings. It comes to how to compose sentences effectively and aesthetically; it can give a concrete description in the mind of the reader. Abrams (1999) said that figurative language is a conspicuous departure from what users of a language apprehend as the standard meaning of words, or else the standard order of words, to achieve some special meaning or effect. Figures are sometimes described as primarily poetic, but they are integral to the functioning of language and indispensable to all modes of discourse.” In other words, it can be said that figurative language has a different meaning from the standard meaning.

There are seven types of figurative language based on Leech (1969). They are hyperbole, irony, litotes, metaphor, metonymy, personification, and simile. Hyperbole is a type of figurative language where the speaker says something while meaning another thing. The writer was interested in analyzing hyperbole used in toiletries products advertisements on YouTube because

there are many hyperboles used in advertisements. The toiletries products advertisements were chosen in this analysis since they are very familiar products in the supermarket and found on television, Facebook, YouTube, and others. YouTube was chosen as the platform to find hyperbole in toiletries products advertisements, since YouTube is very popular with the young generation, has many viewers, and many advertisements in it. In this research, the writer was focused on analyzing the forms of hyperbole used in toiletries products advertisements on YouTube.

The writer chose forms of hyperbole by Claridge (2011) to analyze forms of hyperbole used in toiletries products advertisements on YouTube because the forms of hyperbole were more appropriate to the data and explained with examples clearly.

As the result, the writer concludes that hyperbole is figurative language that exaggerates the meanings of words, whose meanings cannot be translated literally. It is used to emphasize something or make the object bigger than it is.

## **II. REVIEW OF RELATED LITERATURE**

Hyperbole is one figurative language that exaggerates the meaning of a word or sentence depending on the user.

There are some definitions of hyperbole explained by some experts. First is Leech (1969). He says that hyperbole deals with personal values and sentiments. He also mentions that people are unable to verify it unless they try to get into people's heads who make the claim.

Abrams (1999) also supports that hyperbole is a kind of overstatement. It may be used either for serious or ironic or comic effects. It means hyperbole is the extravagant exaggeration of words that are used to make something sound serious or ironic or comic effect.

From all of the definitions above, it can be concluded that hyperbole is figurative language that exaggerates the meanings of words, whose meanings cannot be translated literally. It is used to emphasize something or make the object bigger than it is.

## **III. RESEARCH METHOD**

The writer used the qualitative research method to do the research. It was because this research analyzed 2 sentences that contained hyperbole. Qualitative research is a research strategy that usually emphasizes words rather than quantification in the collection and analysis of data. In this research, the writer did not involve numeric, which was one of the qualitative research characteristics. According to

Hammersley (2013), qualitative analysis employs a type of reasoning. It is related to this research about the forms of hyperbole. A qualitative approach was looking at something from more than one perspective. The function of qualitative was to make the language system that the researcher wanted to find true and accurate. In other words, the concentration of the qualitative approach was about the language system that the researcher wanted to find to have a quality and it can be right.

There are five steps in the process of qualitative data collection based on Cresswell (2012). First, the writer used YouTube to identify sites to be studied and to engage in a sampling strategy which helped the writer to understand the research questions that the writer was asking. Second, the writer gained access to these sites by opening them on YouTube. Third, the writer downloaded the videos about toiletries product advertisements on YouTube which have hyperbole in it. Fourth, the writer watched the videos of toiletries product advertisements that have hyperbole. Fifth, the writer transcribed the videos of toiletries product advertisements that have hyperbole. Finally, the writer chose which videos are related to this research in hyperbole. The writer chose this method because it is appropriate for the

research. The limitation of this method is the writer only needs to take the data that the writer needs.

#### **IV. FINDING AND DISCUSSION**

Based on Claridge (2011) theory of hyperbole forms in chapter II, there are seven (7) forms of hyperbole. In this discussion, the writer found fifty-eight hyperbolic expressions in thirty-one (31) toiletries product advertisements downloaded from May to June 2021 on YouTube. It was classified into eight (8) single word hyperbole, nine (9) phrasal hyperbole, four (4) clausal hyperbole, eight (8) numerical hyperbole, and one (1) superlative, and seven (7) repetition found in toiletries products advertisements on YouTube. In this research, the writer focuses on the discussion of single word hyperbole, phrasal hyperbole, clausal hyperbole, numerical hyperbole, superlative, and repetition (Claridge, 2011).

The first form is single word hyperbole. Single-word hyperbole only occurs when there is only a single overstatement word in the utterance or sentence. It means when the exaggerated word is left out, then the hyperbolic meaning in the sentence or utterance will disappear.

First, the writer found one single word of hyperbole in Nivea Sparkling Bright with Pearl Micro Serum

advertisement. The hyperbole word is *kenyal* (*spongy*). The form of this word is a single word hyperbole. According to Cambridge Dictionary (2021), *spongy* is a soft thing and able to absorb a lot of liquid. Based on it, *spongy* means the face can be so soft if people use the product. The word is too exaggerated. It is because the advertisement claimed that their product can make the user's face so soft whether they are, teenager, adult or elders. It does not matter. Their face can be *spongy* if they use Nivea Sparkling Bright. The advertisement used the word *spongy* to attract consumers to use it. The advertisements persuade them if they use it, their skin can be *spongy* just like the model of the advertisement. The words are very full of exaggeration because *spongy* is a hyperbole word. If the word *spongy* is omitted, the sense of hyperbole in the sentence of this advertisement will disappear.

Second, the writer found one (1) single word hyperbole in the Clean & Clear Foaming Facewash advertisement. The hyperbole word is “*every*.” The data can be said to single word hyperbole based on Claridge (2011). According to Cambridge Dictionary (2021), *every* is used when referring to all the members of a group of three or more considered separately.” Based on it, the word *every*

means refers to all face types like a child, teenager, adult, and old. In other words, any type of face skin is suitable for this foaming face wash. By saying that word, the speaker wanted to exaggerate the product. This word is too exaggerated. If the word *every* is omitted, the sense of hyperbole in the sentence of this advertisement will disappear.

Third, the writer found two (2) single word hyperbole in Pantene with the content of Pro V & Rice oil Essence from Japan advertisement. The first word is *miracle* in the sentence which can be seen from the quotation below:

“Formulasi yang tak lekang oleh waktu. Masa lalu dan masa kini. *Keajaiban* dan teknologi (Timeless formulation. Past and present. *Miracle* and technology)”.

According to Cambridge Dictionary (2021), the *miracle* is a very lucky event that is surprising and unexpected.” Based on it, *miracle* means the product made by a very lucky event which is unexpected by the speaker. The word is very full of exaggeration because the speaker claimed that their product is made at an unexpected event.

The second is the word *resilient* in the sentence which can be seen from the quotation below:

“Rasakan kehebatan formula Pro vitamin

berpadu dengan rice oil-essence dari Jepang. Rambut lebih kuat dan tebal. Untuk rambut yang *tahan banting* (Feel the greatness of Pro vitamin formula combined with rice oil-essence from Japan. Stronger and thicker hair. For *resilient* hair).”

According to Cambridge Dictionary (2021), resilient means able to quickly return to its usual shape after being bent, stretched, or pressed.” Based on it, *resilient* means the product can make hair become quickly return to its usual shape after being bent, stretched, or pressed. The word sounds very exaggerated because the speaker claimed that the product can make the hair resilient. The word *miracle* in the first sentence and *resilient* in the second sentence are single word hyperbole since in the sentence the writer found only one exaggerated word. If the word *miracle and resilient* are omitted, the sense of hyperbole in the sentence of this advertisement will also disappear.

The second form is phrasal hyperbole. The writer found nine (9) phrasal hyperbole used in 31 (thirty-one) toiletries product advertisements on YouTube. Phrasal hyperbole is a certain combination of words and senses that create hyperbolic meaning.

First, the writer found one (1)

phrasal hyperbole in the Wardah Lightening Micellar Gentle Wash advertisement. The phrasal data can be seen in the quotation below.

“Wardah Lightening micellar gentle wash Bersih, cerah, *tanpa rasa ketarik* (Wardah Lightening micellar gentle wash Clean, bright, *without attracted feeling*).”

The phrasal hyperbole data is “Wardah Lightening micellar gentle wash Bersih, cerah, tanpa rasa ketarik (Wardah Lightening micellar gentle wash Clean, bright, *without attracted feeling*).” According to Cambridge Dictionary (2021), attract means when something such as a magnet attracts something else, it pulls it towards it. Based on it, *attracted feeling* means the face feels attracted like a magnet that pulls it towards it when using the other facial wash products. In fact *without attracted feeling* means the feeling of the skin is a little rough, which this product can overcome by using it. The words *without attracted feeling* are a phrasal hyperbole with the adjective phrase because the words are too exaggerated. Second, the writer found one (1) phrasal hyperbole in Pond’s Men Pore Vacuum advertisement. The data can be seen from the quotation below:

“Untuk muka cerah  
*bebas minyak* (For a  
bright *oil-free* face).”

According to Cambridge Dictionary (2021), “free means to release someone or something that is physically held or trapped.” Based on it, *oil-free* means the product can release the oil that is trapped in the face or it can be said that if the product is used, it can make there is no oil in the face. Face produces oil at any time to moisturize the skin around the face. According to hellosehat.com (2021), the oil will naturally be produced at any time so that the skin does not dry out and prevent bacterial infections. Therefore, if the advertisement stated that the product can make the user's face oil-free, the words are too exaggerated. *Oil-free* in the sentence means the product can reduce the excess oil production in the face. The words *bebas minyak (oil-free)* is a phrasal hyperbole with an adjective phrase because the words are too exaggerated.

The third form is clausal hyperbole. The writer found four (4) clausal hyperbole used in 31 (thirty-one) toiletries products advertisement on YouTube. Clausal hyperbole is a form of hyperbole that contains two or more clausal constituents. In other words, it can be described as a

hyperbolic style that occurs by combining two or more clausal constituents. The hyperbolic markers form a clause that consists of subject and verb.

First, the writer found one (1) clausal hyperbole in Biore Facial Foam advertisement. The clausal hyperbole data can be seen from the quotation below.

“*Busa lembutnya bikin  
kulitku lembap bersinar*  
(*Its soft foam makes my  
skin moisturized and  
glowing*).”

“*Its soft foam makes my skin  
moisturized and glowing*” literally means the soft white foam from the product makes the skin moisturized and glowing like there is a light on our face. The moisturized and glowing in our skin happen not because of the foam but because of the ingredients in it.

Second, the writer found one (1) clausal hyperbole in Pond's Men Pore Vacuum advertisement. The clausal hyperbole data can be seen from the quotation below:

“*You my dear  
mean the world to me.*”

Clausal hyperbole is a form of hyperbole that contains two or more clausal constituents. We also can describe it as a hyperbolic style that occurs by combining two or more clausal constituents. The first data clausal

hyperbole is “*You my dear mean the world to me*” as clausal hyperbole because it combined two sentences that contained hyperbole in them. “*You my dear mean the world to me*” literally means the person is his world which can be a place to live in, grow crops, and others. The real meaning is the person is his loved one, his, the only one he wants to be his wife.

The fourth form is numerical hyperbole. The writer found eight (8) numerical hyperbole used in 31 (thirty-one) toiletries product advertisements on YouTube. Numerical hyperbole is the form of hyperbole in which the speaker or writer use number as one way to create hyperbolic meaning.

First, the writer found one (1) numerical hyperbole in Wardah Nature Daily Mineral + Clarifying Facial Foam advertisement. The sentence “*Lima kali lebih bersih (Five times cleaner),*” “*Lima kali lebih bersih (Five times cleaner)*” is numerical hyperbole, because the word *Five times* does not have a clear explanation. Based on it, the words are too exaggerated word. It is to show that the product can clean the face five times better than people who do not use the product. This data is numerical hyperbole form.

Second, the writer found one (1) numerical hyperbole in Pond's Men Pore Vacuum advertisement. The

numerical hyperbole data can be seen from the quotation and the picture below.

“Sedot kotoran dan minyak *sepuluh kali* lebih banyak (Suck dirt and oil *ten times* more).”

Numerical hyperbole can be found in single word hyperbole, phrasal hyperbole, or clausal hyperbole. “*Sepuluh kali (ten times (10x))*” is numerical hyperbole, because the word “*ten times (10x)*” does not have a clear explanation. The words are too exaggerated word. It is to show that product is more effective to suck the dirt, and the oil in the face than other facial wash products. This data is numerical hyperbole form.

The fifth form is the role of superlative. In this research, the writer found one (1) superlative used in 31 (thirty-one) toiletries products advertisements on YouTube. In hyperbole, there is also superlative expression which indicates hyperbolic meaning. Superlative form can indicate hyperbole. Compare some words using superlative can be the form of the role of superlative. Superlative makes a statement more extreme which leads to overstatement.

The superlative hyperbole data can be seen in the quotation below.

“Telah hadir di toko *terdekat.*”



(Has arrived at the  
*nearest* store).”

“*Nearest*” is superlative hyperbole data in this research. It is because the word *nearest* indicates hyperbolic meaning. According to Cambridge Dictionary (2021), “nearest means close to; not far away from in distance, time, or relationship.” Based on it, has arrived at the *nearest* store means the advertisements claimed that shampoo product exists in the nearest or closest store. The writer wanted to emphasize that products can be found in the store.

The sixth form is repetition. In this research, the writer found seven (7) repetitions of hyperbole used in 31 (thirty-one) toiletries product advertisements on YouTube. This form of hyperbole is usually used in a spoken language such as in conversation or it can be called a phenomenon in spoken language. Sometimes people tend to repeat their utterances a couple of times to emphasize something. It appears by just saying 'more X' by repeating 'X' several times. The repetition here is repeating the same thing in a strict combination without interruption.

First, the writer found one (1) repetition of hyperbole in Garnier Light Complete Foam advertisement. The hyperbole data can be seen in the quotation below.

“*Garnier-Garnier* Light  
Complete Foam”

The sentence is also repeated two times in the advertisement. Repetition hyperbole appears from just saying 'more X' by repeating 'X' several times, the repetition here is repeating the same thing in a strict combination without interruption. The words “*Garnier-Garnier*” are repetition hyperbole, because Garnier is repeated two times to emphasize it.

Second, the writer found one (1) repetition of hyperbole in Garnier Sakura White Whip Foam Facial Wash advertisement. The repetition data can be seen from the quotation below:

“*Di whip-whip-whip* aja  
(Just  
*whip-whip-whip*).”

The words “*whip-whip-whip*” are repetition hyperbole. It is because the word *whip* is repeated three times in the advertisement to emphasize that word in people's minds.

Third, the writer found one (1) repetition in Pond's Men Pore Vacuum advertisement. The hyperbole data can be seen in the quotation “*Take my heart, Take my heart* away.” The repetition data is “*take my heart*,” which is repeated two times in the advertisement. “*Take my heart*” is a repetition hyperbole because the advertisement wants to emphasize

that man in the advertisement love that woman, by repeating the words twotimes to emphasize the love of that man for the girl.

## V. CONCLUSION

Conclusion Based on the analysis in the previous chapter, it is found there were only six forms of hyperbole of seven forms of hyperbole by Claridge (2011). The writer did not find a comparison form of hyperbole. The writer only found single word hyperbole, phrasal hyperbole, clausal hyperbole, numerical hyperbole, the role of superlative, and repetition. From the whole data that have been analyzed, the writer also found thirty-seven (37) hyperbole forms expressions in 31 toiletries product advertisements on YouTube. Of 37 hyperbole forms expressions, there are 8 single word hyperbole, 9 phrasal hyperbole, 4 clausal hyperbole, 8 numerical hyperbole, 1 superlative, and 7 repetitions.

In this research, the writer found that many advertisements use hyperbole in their advertisements. The most used form of hyperbole in 31 toiletries product advertisements on YouTube is phrasal hyperbole. It is 9 phrasal hyperbole found in 31 toiletries products advertisements on YouTube. The least hyperbole used form of hyperbole in 31 toiletries products

advertisements on YouTube is superlative. It is only one superlative hyperbole found in 31 toiletries product advertisements on YouTube. The form that did not found in 31 toiletries product advertisements on YouTube is only a comparison.

From all of the explanations above, the writer concluded that hyperbole can be found in many advertisements on YouTube, especially in toiletries products advertisements. There are some reasons the advertisements used hyperbole in their advertisements. First is because they wanted to gain consumers' attention to buy their products. The second reason is that they wanted to trigger the consumers' interest to buy their products. The third reason is that they wanted to emphasize the functions of their products.

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