

**AN ANALYSIS OF FIGURATIVE LANGUAGE USED ON
INSTAGRAM ONLINE SHOPPING**

THESIS



By:

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**ENGLISH LANGUAGE EDUCATION DEPARTMENT
FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITY OF MUHAMMADIYAH MALANG**

2024

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**This thesis is submitted to meet one of the requirements to achieve Sarjana
Degree in English Language Education**



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MOTTO AND DEDICATION

MOTTO

“Allah tidak membebani seseorang melainkan sesuai dengan kesanggupannya”

(QS. Al-Baqarah: 286)

DEDICATION

I dedicated this thesis to:

My beloved Parents

My beloved Friends

My beloved Myself



AUTHOR'S DECLARATION OF ORIGINALITY

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Malang, 19 January 2024



Firdatul Arifah

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Malang, 19 January 2024

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AN ANALYSIS OF FIGURATIVE LANGUAGE USED ON INSTAGRAM ONLINE SHOPPING

ABSTRACT

Figurative language is a communication style contrary to words' literal or accurate meaning. Figurative language is frequently employed in hyperbole and comparisons, adding artistic flair to written or spoken words or clarifying complex concepts. This study aims to examine the language style used in Instagram captions for online fashion purchases to identify the language style most frequently employed by fashion brands. The Johnson hypothesis, which addresses language style, is the main topic of this study. The researcher describes sentences categorized under figurative language, requiring descriptive qualitative research methodology. In the meantime, the data source was published from April to July 2023 and gathered from WearingKlamby and H&M's online shopping Instagram accounts. Recording is a tool used in this research to obtain more reliable data. The most common style found in an Instagram caption for an online store is hyperbole, which is used roughly five times. The simile style, found three times, is followed by the idiom style, found twice, and the personification style, found once. Researchers found that when creating beautiful phrases that can persuade or affect readers' or viewers' attention when using their products, Instagram caption makers primarily utilize an easy and attractive style, whether using hyperbole, similes, idioms, or personification.

Keywords: Language, Style, Instagram Captions

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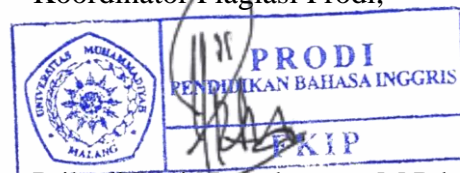
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