# AN ANALYSIS OF FIGURATIVE LANGUAGE USED ON INSTAGRAM ONLINE SHOPPING

**THESIS**


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# AN ANALYSIS OF FIGURATIVE LANGUAGE USED ON INSTAGRAM ONLINE SHOPPING

**THESIS**

**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

I hereby declare that the intellectual content of this thesis is the product of my own work and has not been submitted to any other University or Institution. I certify that, to the best of my knowledge, my thesis does not infringe upon anyone's copyright nor violate any proprietary rights and that any ideas, techniques, quotations, or any other material from the work of other people included in my thesis, published or otherwise, are fully acknowledged in accordance with the standard referencing practices. I also declare that this is a true copy of my thesis, as approved by my thesis committee and the English Language Education Department office.

Malang, 19 January 2024

Firdatul Arifah

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Malang, 19 January 2024

Firdatul Arifah

**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***

Advisor I, The Researcher,

Adityo, S.S., M. A Firdatul Arifah

## TABLE OF CONTENT

**APPROVAL** ..... **iii**

**APPROVAL AFTER DEFENSE** ..... **iv**

**MOTTO AND DEDICATION** ..... **v**

**AUTHOR'S DECLARATION OF ORIGINALITY** ..... **vi**

**ACKNOWLEGEMENT** ..... **vii**

**ABSTRACT** ..... **viii**

**TABLE OF CONTENT** ..... **ix**

**LIST OF TABLES** ..... **xii**

**LIST OF APPENDICES** ..... **xiii**

**CHAPTER I** ..... **14**

**INTRODUCTION** ..... **14**

1.1 Background of the study ..... 14

1.2 Research Problems ..... 16

1.3 Research Purpose ..... 16

1.4 Scope and Limitation ..... 16

1.5 Research Significance ..... 17

1.6 Definition of Key Terms ..... 17

**CHAPTER II** ..... **18**

**REVIEW OF RELATED LITERATURE** ..... **18**

2.1 Linguistics ..... 18

2.1.1 Pragmatics ..... 18

2.1.2 Context ..... 20

2.2 Figurative Langugae ..... 20
2.2.1 Idiom ..... 21
2.2.2 Similes ..... 21
2.2.3 Metaphors ..... 22
2.2.4 Personification ..... 22
2.2.5 Euphemisms ..... 23
2.2.6 Hyperbole ..... 23
2.2.7 Chiasmus ..... 23
2.2.8 Irony ..... 23
2.2.9 Litotes ..... 23
2.2.10 Meiosis ..... 24
2.2.11 Oxymoron ..... 24
2.2.12 Synecdoche ..... 24
2.3 Theory of Meaning ..... 24
2.3.1 Denotation ..... 25
2.3.2 Connotation ..... 25
2.4 Instagram ..... 25
2.5 Online Shopping ..... 26
2.5.1 WearingKlamby ..... 27
2.5.2 H&M Online Shopping ..... 28
**CHAPTER III ..... 29**
**RESEARCH METHODOLOGY ..... 29**
3.1 Research Design ..... 29

3.2 Object of Study ..... 29

3.3 Data Collection ..... 30

3.4 Data Analysis Method ..... 30

3.4.1 Data Reduction ..... 31

3.4.2 Data Display ..... 31

3.4.3 Conclusion, Drawing/Verification ..... 32

**CHAPTER IV ..... 33**

**FINDINGS AND DISCUSSIONS ..... 33**

4.1 Findings ..... 33

4.1.1 Figurative Language Found in Instagram Online Shop ... 33

4.3. Discussions ..... 41

**CHAPTER V ..... 44**

**CONCLUSIONS AND SUGGESTIONS ..... 44**

5.1 Conclusions ..... 44

5.2 Suggestions ..... 45

5.2.1 For the Readers / Customers ..... 45

5.2.2 For English Department Students ..... 45

5.2.3 For Further Researcher ..... 45

**REFERENCES ..... 46**

**APPENDICES ..... 48**

## LIST OF TABLES

Table 1.1..... 32

Table 1.2..... 33

Table 1.3..... 38

Table 1.4..... 43

UNIVERSITAS MUHAMMADIYAH MALANG

## LIST OF APPENDICES

1.1 WearingKlamby .....49

1.2 H&M .....50

UNIVERSITAS MUHAMMADIYAH MALANG

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