

# CHAPTER I

## INTRODUCTION

This chapter presents the research background, research problem(s) and hypothesis, research purpose(s), research significance, scope and limitation, and definition of the key terms. They are presented in the following sections.

### 1.1 Background of the Study

The term "Internet" refers to a group of interconnected worldwide computer networks. The Internet is another medium that does not impose any restrictions on the material that users can access. Because of the Internet's numerous advantages and benefits in the workplace, many individuals worldwide rely on it. Over the past few decades, internet use has increased significantly. Somebody can use the Internet for a lot of things. The type of language used on the Internet depends on the fact that it is a worldwide interactive technological medium (Crystal, 2001). People now utilize the Internet as a medium to find anything they need. Notably, we need information and other dynamically changing items. Numerous firms advertise knowledge online due to the importance of the Internet. It demonstrates how needs like food and clothing have become entirely dependent on the Internet. Additionally, information sharing among linked users makes it simpler to complete transactions online.

The Internet, a network of millions of private, public, academic, business, and government networks, replaces the telephone, newspaper, and television as the most significant communication mediums. Through internet forums, instant messaging, and social networking, the Internet has created or made available new types of human connections. The Internet has created several social networking sites to disseminate information through platforms like Instagram, Facebook, Twitter, WhatsApp, and other social application networks. A social networking site is a platform for exchanging news, knowledge, and interests; according to data made public by Napoleon Cat, 69.2 million (69,270,000) Instagram users in Indonesia between January and May 2020.

This accomplishment shows a month-over-month growth in the number of people using this photo-sharing website. Every month, more people join Instagram,

transforming it into a platform for conducting business. Most individuals are more interested in advertising, purchasing, or selling things or goods they promote using Instagram to generate money because doing business through social media is more practical and affordable.

Based on Instagram users with a wide range of business experiences, online purchasing is the best option. Like right now because of the pandemic's effects. Therefore, online purchasing and selling activities rapidly expand from significant to small stores. Because online shopping makes it convenient for social media users to shop, it can impact product exchanges across industries when done through Instagram. Because everything we require is already available in the online store, so we can save time traveling to shopping centers and waiting in long lines at the mall or store to acquire the desired items.

Online shopping has become a more significant part of our lives as we observe its daily growth. Additionally, users of Internet shops create an intriguing language for their advertisements, which is meant to draw customers. Advertising uses language to influence people to take specific actions or purchase goods or services (Stewart and Veillette, 2001). By using appealing language in their advertisements, internet store owners hope to entice customers to visit their stores and promote their goods. Shop owners frequently speak in figurative language when communicating. Compared to when we think of the words to compose poetry or a novel, the language and details of the advertisement come to our minds more maturely and preparedly. Somebody should also take the target audience for the ad into account. In this regard, it's important to perform online shopping and comprehend the meaning of the figurative language used in Instagram ads.

Figurative language is frequently employed to examine the more detailed meaning of words to produce a unique emotional effect. The inclusion of comparative language figures indicates this. According to Johnson (2011), there are seven different categories.

They include chiasmus, personification, metaphor, simile, idiom, and hyperbole. Using figurative language by online store owners can pique clients' interest in visiting their store to check out what they sell and read customer reviews. Therefore, figurative language plays a significant part in growing the client base. Advertisements that employ

figurative language can enhance communication between sellers and consumers. Customers can understand the message contained in these advertisements with ease.

Based on the above review, the authors are interested in researching the figurative language used in Instagram online shopping.

## **1.2 Research Problems**

Based on the background of the study above, the writer decides to formulate the research problems as follows:

1. What kinds of figurative language are used on Instagram's online shop?
2. What is the meaning of the figurative language used on Instagram's online shop?

## **1.3 Research Purpose**

The research purposes of this study are:

1. To know more about the kind of figurative language that is used on Instagram's online shop,
2. To see the meaning of the figurative language used on Instagram's online shop.

## **1.4 Scope and Limitation**

This thesis focuses on the symbolic meanings utilized in social media marketing, particularly in online Instagram purchases. As we all know, technology is necessary for humans in today's society. An analysis of it may be fascinating. The author restricts the investigation to the literal and figurative meanings found in online shopping on Instagram for WearingKlamby and H&M. Advertising frequently uses figurative language with many connotations, including personification, hyperbole, simile, metaphor, and metonymy. This study aims to identify the essential terms that will help clarify the figurative intent behind each utterance.

## **1.5 Research Significance**

Theoretically, this study investigates and comprehends the symbolic significance of online purchases made through Instagram. These objectives are expected to make sense for readers, particularly youths interested in Instagram online purchasing today. So that people can discover what goods are available for purchase when shopping

online. And I hope that by using this thesis, readers can better translate and grasp the text to get to its true meaning. The literal application in real life is:

1. The results of this study should improve teachers' understanding of language acquisition. In addition, the author expects that this study's findings may inform teachers about the typical figurative language used in Instagram online purchasing.
2. This study should provide insight into the types of figurative language used in social networks for online shopping. Additionally, the author wishes this study to contribute to understanding the figurative language used in Instagram online purchasing. Additionally, the purpose of this research is to guide others on how to market their goods. However, she also believes that the study can benefit the outcome of these people interested in researching the same topic.
3. Hopefully, this study's findings will help the author learn more.

#### **1.6 Definition of Key Terms**

The researcher must provide certain definitions pertaining to the research's title in order to make this research easier to understand.

- a. Figurative language is a language in which the intended meaning does not coincide with the literal meaning of the words and sentences that are used. *For example, I tried a thousand times* (Glucksberg, 2001).
- b. Online shopping (online shopping) is a process where consumers directly buy goods, services, and others from a seller interactively and in real-time without intermediary media via the Internet (Mujiyana & Elissa, 2013).
- c. Instagram is a photography-based social networking service (Atmoko, 2012).