

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter uses some theories to analyze the figurative language used on Instagram for online shopping, including semantics, figurative language, types of figurative language, online shopping, and Instagram. Next, I will outline the theories related to the research.

2.1 Linguistics

"Linguistics is a study concerning the nature of language and communication," noted Akmajian et al. (2001:5). Understanding how to communicate in a language is only one component of studying linguistics; there are also many other elements.

Modern linguistics includes the study of language, which distinctly reveals human characteristics, language teaching, advertising, computer programming, journalism, and speech therapy and interpretation.

In conclusion, linguistics is a study examining the nature of language, linguistic communication, and anything else that has to do with language, whether spoken or written.

2.1.1 Pragmatics

The field of linguistics known as pragmatics explores how utterances convey meaning in context (Trask, 1999:243). Therefore, pragmatics studies how utterance meaning is interpreted in spoken or written communication. This research is concerned with how language is used in social contexts and how people create and understand linguistic meanings.

The use of the term "*means*" exemplifies two crucial sorts of meaning, according to Akmajian et al. (2001: 229): *linguistic meaning* and *speaker meaning*. Generally speaking, an expression's linguistic meaning is just its meaning or meaning in the language. In contrast, depending on whether the speaker is speaking *literally* or *nonliterally*, the speaker's meaning may be different from the linguistic meaning.

Sarcasm or irony are two examples of nonliteral language use. Metaphorical language use is another kind of nonliteral language use. Take the example of a person with pearl-like teeth, raven hair, ruby lips, and emerald eyes.

From the quotation above, somebody a single word might have both linguistic and speaker-specific interpretations, where the speaker's intent (or meaning) when using a particular language is known as the linguistic meaning. The sentence's or the word's meaning is what the speaker means, not the other way around. There is frequently a disconnect between the speaker's usage of a linguistic expression and the meaning he is trying to convey. The speaker's intent draws the listener in, distracting him from the idea that his words could represent something else.

However, some linguists have defined pragmatics differently. For instance, Yule (1996) listed four versions of pragmatics, including (1) the study of speaker meaning and (2) the study of contextual meanings. (3) the research on successful communication; and (4) the study of the expression of relative distance.

Since pragmatics is developing more quickly, it is evident that there are numerous trends in this field, particularly those identified by linguists like Austin, Searle, and Grice in their philology studies, cognitive pragmatics (Sperberdan Wilson), and interactive pragmatics (Thomas). According to Thomas (1995), there are two pragmatic tendencies: (1) using a social perspective, in which case pragmatics is linked to speaker meaning; and (2) using a cognitive perspective, in which case pragmatics is linked to utterance interpretation. Thomas (1995) therefore presupposed that understanding is a dynamic process that includes speakers or authors, listeners or readers, and context. According to a pragmatic standpoint, the phrase is meant to describe something and calls for action.

In short, pragmatics studies how phrases are employed in social communication contexts to convey a message to readers or listeners who are expected to respond appropriately to the speaker's or writer's passion. The author thinks pragmatics helps explain language use in context. To appreciate the non-literal meaning, some expectations and assumptions are necessary. Regarding the claim above, Saeed (2003) suggested that figurative language refers to language that is used to convey non-literal

meaning. The author used figurative language, a sub-field of pragmatics, because this study also relates to examining meaning.

2.1.2 Context

According to Peccei and Yule (in Cutting, 2002:2), pragmatics also examines the portion of meaning that can be explained by knowledge of the physical and social worlds, sociopsychological factors that affect communication, and knowledge of the time and location at which the words are spoken or written. It depends on presumptions of knowledge that the speakers, writers, listeners, and readers share to understand the meaning.

There are generally two types of contexts:

1. The situational context is the context that exists when the encounter is happening and the speaker is speaking.
2. Contextual background information pertains to how well the author and readers are acquainted. Examples include:
3. Most people carry generic cultural information around in their heads, like the different spheres of existence.
4. Interpersonal knowledge may be intimate information about the speakers' personal history.

2.2 Figurative Language

When someone is speaking or writing, it might be difficult for us to comprehend them, mainly if they use figurative language. The reader can more easily visualize the words used when figurative language is included.

Additionally, according to Katz (1998:3), metaphorical language describes words and expressions that depart from the literal meaning they originally had in the text. Another claim made by Crystal (in Johnson, 2011) stated that figurative language is an expressive use of language in which words are utilized in a nonliteral fashion to convey illuminating analogies and resemblances. He added that figurative language is a perfect example of how language and the mind interact creatively. Such language is not uncommon or only used in poetic contexts; instead, it is an everyday speech feature.

Currently, figurative language is frequently utilized in everyday life in addition to poetry, prose, and other literary works. Unsurprisingly, companies employ figurative language to advertise their goods because it has aesthetic value. Figurative language is used to catch people's attention so they will read their advertisements and look at their items, with the ultimate goal of the business people being that the client will buy their goods. It is frequently used in ads to provide linguistic variety and beautify the language.

As a result, the author concludes that figurative language refers to words or phrases that have other meanings. To understand the writer's intentions, the reader must use their imagination. For example, if we discover it is "raining cats and dogs," we will understand that this does not mean cats and dogs are falling from the sky. The sentence's intended meaning is "raining hard," as we all know.

According to Johnson (2011), there are seven different categories of figurative language. Then McArthur adds irony, litotes, meiosis, oxymoron's, and synecdoche as new types of figure speech in Johnson (2011:125), as follows:

2.2.1 Idioms

Idioms are word combinations that reflect a singular meaning that somebody cannot deduce from the meaning of the individual words. It implies that somebody needs help comprehending the idiom's conventional or literal meaning can be understood. For example, the phrase "the smell of a rat" has nothing to do with the actual smell of a rat. Its definition is "to be wary."

2.2.2 Similes

According to Crystal (in Johnson, 2011), similes are figures of speech that openly communicate analogies with the use of the terms like or as. Similes are frequently used to compare two disparate entities that share an equal number of characteristics. By comparing two things, you can help the reader see or comprehend something in a new light. Joe, for instance, "worked like a horse."

(Joe's punishment is likened to a horse. Joe sometimes works slower than a horse, but that is the writer's intended meaning.)

The sentence Joe works is compared to a horse. It does not mean that Joe works really like a horse, but the writer intends that Joe works fast.

It has nothing to do with the actual smell of a rat. Its definition is "to be wary."

2.2.3 Metaphors

A figure of speech subtly compares two, typically unrelated, things (Crystal in Johnson, 2011). In this context, the words like or as are not used to compare two distinct items. Although we typically encounter metaphors in literary works, most of our ordinary language these days contains examples of metaphors. A metaphor is defined as a figure of speech that transfers a name, descriptive term, or phrase to an item or activity that is different from yet analogous to its relevance. A metaphorical expression is an example of this. In its second sense, metaphor is described as a type of mental representation: "An object thought to be a symbol of some other (often abstract) item." (Glucksberg, 2001: 4)

Metaphors can be seen as a conceptual process that plays a significant role in our environment. For example: "*She is a tiger.*"

The comparison of the terms "*she*" and "*tiger*" in this statement does not imply that she is a tiger. In this instance, the author wanted to convey that she is tenacious like a tiger.

2.2.4 Personifications

According to Crystal in Johnson (2011), personification involves giving an animal, object, or concept human characteristics. In contrast, personification gives non-human items human characteristics such as feeling, hearing, talking, and even making decisions. Personification is a technique used to draw attention to or accentuate a point. As in: "*At sunset, the sleeping moon gave the sky to the eager sun.*"

The moon and sun are personified in this sentence. By using the phrases "*sleepy*" and "*excited*," the author indicates that the sun and the moon have characteristics similar to those of humans.

2.2.5 Euphemisms

Euphemisms are purposely chosen terms that are ambiguous or oblique to avoid using other phrases that are perceived as being too direct, derogatory, or insulting (Crystal, in Johnson, 2011). A euphemism is typically a synonym for the words or phrases substituted for those seen as being 13 insulting, harsh, unpleasant, or unsuitable to say. For instance, instead of saying "*died*," someone might say "*passed away*."

2.2.6 Hyperbole

According to Crystal (in Johnson, 2011), hyperbole is an intentional exaggeration that writers and speakers use to accentuate a point or make a point. Hyperbole can be used to add interest, amusement, or humor to a speech or piece of writing. I've told you, for instance, a million times.

2.2.7 Chiasmus

Chiasmus, according to Crystal (in Johnson, 2011), consists of sentences or phrases in which parts of the word ordering from the first sentence or phrase are saved for the sentences or phrases that follow. The well-known John F. Kennedy chiasmus, for instance, asks what you can do for your nation, not what it can do for you, my fellow Americans.

2.2.8 Irony

According to Crystal (in Johnson, 2011), the irony is the act of saying the exact opposite of what is intended. According to Chandler (2002), irony is the opposite of what it says (the feeling of the speaker or writer). For instance, even though the weather is wonderful, I feel ill.

2.2.9 Litotes

According to Crystal (in Johnson, 2011), "Litotes" is an ironic understatement that uses a negative. She's not the class's brightest female, for instance. (She's foolish!)

2.2.10 Meiosis

Meiosis is a derogatory term that aims to minimize the importance of something (Crystal, in Johnson, 2011). In literature, "meiosis" refers to a figure of speech in which one understates what one means or uses less power than the situation calls for. A type of meiosis is litotes. The speaker's words, Meiosis, and Litotes convey less emotion than is felt. For instance: Your girlfriend is intelligent.

2.2.11 Oxymoron

According to Crystal (in Johnson, 2011), an oxymoron is a purposeful juxtaposition of two words with opposing intentions. As a result, an oxymoron is a rhetorical device in which two mutually exclusive phrases are combined, such as current events and boneless ribs. An oxymoron, on the other hand, uses two seemingly unrelated words to express a truth or a dramatic outcome.

2.2.12 Synecdoche

A synecdoche is a phrase in which only a portion of anything is discussed (Crystal, in Johnson, 2011). Synecdoche is defined as "the substitution of part for the whole, genus for species, or "vice versa" by Lanham (Chandler, 2002). I'm heading to the smoke, for instance.

2.3 Theory of Meaning

Every word has a distinct meaning. If we put those words together to form sentences, they will have meaning. However, each person has a unique way of expressing a word or a sentence. These methods provide clear communication between a speaker, listener, writer, and reader. As a result, sometimes it is impossible to interpret a term literally or word for word. Thus, we need to go beyond their literal meaning to grasp what individuals are saying or writing. According to Fromkin et al. (1996), meaning can be divided into denotation and connotation. Since the beginning of this research's analysis of figurative language and its meaning, the author has solely paid attention to connotation or meaning that is connotative and thus helps people understand figurative language.

2.3.1 Denotation

Denotation was described by Chandler (2002) as the sign's "plainly clear" or "commonsense" meaning. Denotation, according to him, has a more "natural" connotation. The denotation definition is easily found in dictionaries. It illustrates something based on how it appears. It is optional to consider the social perspective to comprehend the meaning of a sentence or message that uses denotation. Denotation is a word's "dictionary definition" or its exact meaning. For instance, a flower, or a particular type of flower, is what the term "rose" means when you look it up in a dictionary.

2.3.2 Connotation

According to Chandler, "connotation is a sign that originates from the signifier of denotative" (2002:142). According to Fromkin (1996), connotations develop as words grow to be associated with particular traits of the objects they refer to. Advertising, politics, and literary language all heavily rely on connotations.

Based on the theories above, the author concludes that connotation, or connotative meaning, is the antithesis of direct meaning. Alternatively, connotation is an association of words to evoke emotions in the receiver, such as agreement or disagreement, happiness or unhappiness, etc.

2.4 Instagram

Instagram (abbreviated IG or Insta) is a photo and video sharing application that allows users to take pictures, take videos, apply digital filters, and share them on various social networking services, including Instagram's own (<http://www.instagram.com>). Instagram was founded on October 6, 2010, by Kevin Systrom and Mike Krieger.

Users of the Instagram program can upload pictures and videos into editable feeds somebody arranged with tags, location data, and various filters. Public or pre-approved followers may view uploaded content. Users can view trending material and browse other users' content by tag and location. Accounts can follow other users and like images to add content to the homepage.

Instagram allows users to create and share short videos and photographs, which they may share with other users. Forty-three users can tag particular individuals and specify their locations in the uploaded image. Users can make their accounts "private,"

which necessitates that they first authorize any requests for new followers. Users can share photographs posted on social networking sites by connecting their Instagram accounts to other platforms.

In their history, media platforms like Instagram have seen a constant transformation. New filters, features like insights, stories, archives, new ways for advertisers to use the platform, alterations to the capabilities of mobile phone cameras, etc., are a few examples of these developments. All of this impacts the themes and aesthetics of shared photographs. As Instagram's user base increased from 30 million in 2012 to 300 million by the end of 2014, it was recognized as a powerful tool for advertising and marketing.

One million Instagram advertisers joined the platform in 3/2017, up from 200,000 in 2/2016. Over time, innumerable articles, blog posts, and videos have been written, identifying and outlining the techniques for setting up and maintaining profitable Instagram accounts.

In conclusion, Instagram is a medium that facilitates communication between people, particularly for conducting business. Because Instagram has many capabilities, marketers and online store owners want to leverage this platform to promote goods and boost sales.

2.5 Online Shopping

Our society, particularly internet users, is increasingly turning to online shopping and other forms of electronic commerce for both trends and daily requirements. Electronic commerce, according to Zwass (in Rahman and Miazee, 2010), is the sharing of business information, maintaining commercial contacts, and carrying out business transactions using a telecommunications network. According to Kalakota and Whinston (in Rahman and Miazee, 2010), electronic commerce entails the ability to conduct transactions and sell goods and services through the internet or other communications networks.

Online shopping is purchasing products or services over the Internet (www.mastercardworldwide.com). Online entrepreneurs use specific strategies or

techniques to entice customers when promoting their goods. Some of them employ enticing and compelling wording. To communicate with other internet users more intimately, they use informal language into which a cute term has already been introduced. The businesses, however, also believe that somebody will discover the account by employing those intriguing words.

According to Wolfinbarger and Gilly in Monsuwe et al. (2004), accessibility and convenience are the two most crucial characteristics of online shoppers. Kotler and Armstrong claimed that the customer understands and takes in the stimuli from advertisements in Hasslinger (2007). Therefore, it is crucial to use appealing language when promoting the brand. Online shopping is a new method of purchasing that customers enjoy because it is quick and easy and has the potential to provide some of the finest offers. Unsurprisingly, society prefers internet purchases more.

Online shopping is a new method of shopping via the internet or another connection that can make people's shopping easier and potentially save them a lot of money and time.

2.5.1 WearingKlamby

Klamby is a business that caters to the fashion needs of women, particularly Muslim women. Located in Tangerang's Gading Serpong area, Klamby was established in 2013. Using online marketing strategies, Wearing Klamby is presently increasing its market share (www.wearingklamby.com). A local brand called WearingKlamby embodies affection for the nation in ready-to-wear clothing. This 2013-founded company consistently showcases ready-to-wear collections with an Indonesian theme, incorporating designs, philosophy, and eye-catching images and videos. It appears that Wearing Klamby originated as a pre-owned or used product company. Wearing Klamby was founded in 2012 by Nadine Gaus, who began selling used clothing that she had purchased in Yogyakarta. She advertised these products on social media, and customers responded favorably. In 2013, Nadine made the decision to launch her own company, Wearing Klamby, and implement a pre-order system. Nadine Gaus and Mohammad Ridho Jufri, a youthful couple, are the brains behind it. Their goal is to spread love for Indonesia via their daily wardrobe.

2.5.2 H&M Online Shop

The second-largest online apparel retailer worldwide is H&M. Their design team and production process, from planning to production, involves 800 factories in Europe and Asia, and the quality of their products is constantly controlled. They initially established a store for Asia in Dubai, United Arab Emirates, in 2006. They opened a store in Hong Kong as part of their 2007 expansion. They launched their first store in Japan in 2008. After that, they relocated to South Korea and shopped in Seoul's Myeongdong. They began operating stores in 2011 in Singapore, followed by locations in Thailand and Malaysia in 2012, and Indonesia, Chile, and Estonia in 2013. These stores are located throughout Southeast Asia. Swedish businessman Erling Persson created the apparel label H&M. Erling Persson established a women's clothing company called "Hennes" in 1947. After returning from a US vacation, he opened a women's clothing store. Erling Persson bought the hunting and fishing outfit business owned by Mauritz Widforss sometime in 1968. The fashion brand owned by Erling Persson was renamed H&M, an acronym for Hennes & Mauritz, following the successful merger procedure. Since then, men's clothing has been sold under Erling Persson's fashion label. With stores across 62 countries, H&M is the second-biggest apparel retailer in the world. They constantly maintain control over the caliber of their designs, the work of their design staff, and the production process, which involves 800 factories spread across Europe and Asia. People are familiar with H&M because of its impeccable sense of style, which is spot-on for men's and women's apparel and clothes for kids and teenagers.