ORIGINAL ARTICLE

A STUDY OF FIGURATIVE LANGUAGE IN WOMEN'S FASHION ADVERTISING ON INSTAGRAM

Nurul Farihah Rosli [*1]**; Nur Nabila Azman** [2]

[1] Academy of Language Studies, Universiti Teknologi MARA, Malaysia.
  Email: nurulfarihahrosli@gmail.com
[2] Academy of Language Studies, Universiti Teknologi MARA, Malaysia.
  Email: nurnabilaazman0@gmail.com

*Corresponding author

Abstract

The language of the advertisement is distinctive and unique to attract the reader's attention and motivate them. Thus, figurative language in advertisement is one of the strategies needed to persuade the readers. However, the use of figurative language in advertisements in an insensitive way without knowing the types and functions of figurative language will make the advertisements less attractive and persuasive. This qualitative approach study attempts to analyse the type and functions of the figurative language used in women's clothing advertisements on Instagram using content analysis. The theory of figurative language by McQuarrie and Mick (1996) is used to identify the types of figurative language used in this study. An analysis of a series of collections of women's clothing advertisements from five online shops shows that there are eleven types of figurative language, namely rhyme, chime, assonance, alliteration, anaphora, epistrophe, antithesis, hyperbole, rhetorical question, metaphor, and homonym. The findings show that using figurative language in women's clothing advertisements on Instagram would attract the readers, give a strong impression, memorable, and satisfy the customers' needs. Overall, this study suggests that figurative language as a language of advertisement is essential to attract and persuade the readers and influence their purchasing decision. This study is also beneficial for the advertisers to create their advertisements using figurative language.

Keywords: advertisement, figurative language, rhetorical language, women's clothing advertisements, Instagram, types, functions

Introduction

The language used in advertisements is not a mere writing. In an effort to reach a wide target audience in the market, advertisers have advanced up their game in advertising by using copywriting techniques and creative wordplay, such as the use of figurative language in the advertisement. Rohani et al. (2018) defined figurative language as a form of language in which words are expressed differently than usual. It means that figurative language is used to say something with a different meaning through the figure of speech. Figurative language is often linked with literary work such as poems, prose, and novels. In fact, not only literary work but advertisements also utilise figurative language to deliver their idea to persuade the audience. The purpose of using figurative language includes capturing the readers' interest and delivering the idea and imagination in a more entertaining way (Fatimah, 2019).

Advertising refers to the action of drawing public attention to the products or services of an individual or organisation (Shariq, 2020). Due to the highly demanding nature of today's competitive world, many products and services are being launched in the marketplace, causing advertisers to seek intelligent and creative approaches to promote their products to attract the customers' attention. Zulkifly and Firdaus (2014) stated that advertisements should create awareness, draw attention, and generate interest and desire among the customers before the advertisement would call for action. However, the excessive amount of advertising received by the customers daily has made it hard for the advertisers to stand out and break through among their competitors (Yan et al., 2019). Therefore, the advertisers have utilised figurative language to attract and persuade the customers. However, problems occur when the advertisers use figurative language in an insensitive way without knowing the types and functions of figurative language in their copywriting, making the advertisements less attractive and persuasive.

A study conducted on native advertisements by Zulkifly and Firdaus (2014) stated that the language of the advertisements could limit the persuasiveness of the message. The findings of the study show a type of figurative language was used in an advertisement that has caused provocation as it reads, "Dumped by your boyfriend because of fat?". The type of figurative language involved is a rhetorical question, which utilises a question to make an assertion (McQuarrie & Mick, 1996). Another issue that can be found in the findings is the advertisement that reads, "Get this hottest and overselling product today!". This advertisement uses hyperbole, which is an exaggerating or extreme claim in promoting the product (McQuarrie & Mick, 1996), thus leading to lack of interest among the customers as it appears less persuasive. Effective advertisements are characterised by its ability to be persuasive, emotionally engaging, and able to capture attention (Sobrino et al., 2018).

Although creating good content can attract the customers' attention, inappropriate content will damage the organisation's brand reputation. The issues show that the advertisers must ensure the advertisements published are appropriate, meaningful, useful, and valuable. In addition, the issues are also applicable for figurative language as the use of figurative language can be ambiguous and easily misunderstood due to the vagueness of the meaning conveyed. According to Djafarova (2017), ambiguity in figurative language is comparable to the ambiguity or misunderstanding caused by the use of foreign language because of the unfamiliarity of the meaning conveyed.

There are many studies of figurative language conducted, including Ruslinah (2017), Fatimah (2019), Yan et al. (2019), Michalik and Michalska-Suchanek (2016), and Widyanti (2013). Some of these studies mainly focus on advertisement slogans, but there is little to no research of figurative language conducted on figurative language in advertisements on Instagram, especially for women's clothing advertisements. Therefore, this study strives to analyse the types and functions of figurative language in women's clothing advertisements on Instagram.

The study aims to answer the following research questions. They are:

1) What are the types of figurative language used in women's clothing advertisements on Instagram?
2) What are the functions of using figurative language in women's clothing advertisements on Instagram?

Literature Review

Advertisement

Advertisement as a preliminary action plays a role in informing the public about a company or an individual selling something, thus promoting the services and products. In the modernization era, an advertisement can be seen on television, radio, magazine, and the Internet. Therefore, advertisement is a tool of marketing that acts as a key to promote services and products provided by an organisation or an individual as it is also intended to persuade the viewers (Ruslinah, 2017).

American Marketing Association (AMA) defined advertising as the practice of business, non-profit organisations, government agencies, and individuals sending announcements and messages in time and space to inform and persuade the audience or the target market about their offered products and services organisations, or ideas (n.d.). It allows the advertisers to advertise a product by persuading the target customers to purchase the products or services offered. The definition is further explained by Haya (2019), who defined that advertisement is delivered and displayed to the public as a piece of media information with a clear purpose of advertising to produce desirable results, actions, and reactions from the customers.

To deliver the messages and ideas of the advertisements, the advertisers need to construct the advertisements using different language used in daily life (Ruslinah, 2017). In other words, the advertisers need to play with the text. Haya (2019) suggests that advertisements are effectively persuadable by using figurative language as it uses memorable sentences. This is because, from a linguistic perspective, advertisements serve as rhetorical instruments employed to communicate messages across various tones and styles from one individual to another (Yaseen et al., 2022).

Figurative Language

Figurative language is also known as a figure of speech or rhetorical figures. Arp and Johnson (2021) defined figurative language as languages containing figures of speech, which means the type of language that cannot be taken literally. Another definition is from Perrine (1992, as cited in Yan et al., 2019), which stated that "figurative language is a way of saying something other than the ordinary way". While Ruslinah (2017) agreed that figurative language could be a comparison between two elements that has a significant connotative value for the reader or listener.

Figurative language employs words in unconventional ways, diverging from their standard meanings to express deeper significance. It often involves presenting words in a manner that connects them with alternative or symbolic meanings (Oyesomi & Salawu, 2019). From the definitions, the researcher concludes that figurative language is a language expression used to convey a different meaning. Figurative language has its distinctive, unique charm that makes the audience feel attracted.

Figurative Language in Advertisements

Language serves as a medium for exchanging messages, expressing emotions, and conveying thoughts and ideas through symbolic or verbal expressions. Language significantly influences individuals' behaviour and interpersonal relationships, as well as their engagement in various activities. This impact is similarly observed in the realm of language used in advertising. In order to capture and ensure advertisements are memorable, appealing, engaging, reliable, and innovative, various linguistic devices have been employed in the realm of advertising (Shariq, 2020). The language used in advertisement is marked by its notable creativity and emphasis, distinguishing it from the everyday language used commonly in daily conversations (Shariq, 2020).

Figurative languages are frequently utilised in advertising texts. It can spark interest and create curiosity among the readers. Advertising employs figurative language to assist advertisers in accomplishing the ultimate goal of persuading and convincing individuals to make a purchase (Oyesomi & Salawu, 2019). Persuasive advertising provides numerous advantages to advertisers. Firstly, it concentrates on meeting the consumers' needs, aids in establishing credibility, fosters a positive perception of the product, and it fosters brand loyalty (Yaseen et al., 2022). For instance, the findings from Haya (2019) that reads "Versatile and compact, freedom and freshness crocodile" utilises figurative language, in this case, alliteration in the word "freedom" and "freshness". Alliteration is used to emphasise the crocodile leather bag to make the readers feel attracted and interested in buying the product.

In addition, figurative language serves to create imagination for the readers (Apris, 2015). For example, the sentence "You light up the world when your heart's on fire" in a necklace advertisement (Widyanti, 2013). The sentence is an analogy that utilises hyperbole in the language. Hyperbole is used to create exaggeration. Therefore, the figurative language used will make the readers imagine that a person can light up the world, just as the Sun did. The actual meaning of the sentence is that an individual will look pretty when she wears the necklace.

McQuarrie and Mick (1996) have outlined two functions of figurative language, including motivating the readers and memorable. To motivate the readers to read the advertisement text, the language used must create a sense of arousal to attract the readers' attention. Akhter et al. (2016) agreed that advertisements could capture the customers' attention by appealing to their emotional and rational desires through appropriate language. Moreover, Ruslinah (2017) noted that "the sense of seeing might be the measurement that slogans are attractive and imaginative" (p. 71). The use of personification can motivate the readers as they can imagine things through words. For instance, "rich taste by one mild rich taste" (Ruslinah, 2017). The readers who read the text can imagine the taste, thus leading them to read the whole advertisement.

Figurative language in advertisements is also memorable (McQuarrie and Mick, 1996). Repetition, including alliteration, anaphora, and assonance, is one of figurative language that is expected to have a recalling effect on the readers (McQuarrie and Mick, 1996; Ruslinah, 2017). For instance, in an advertisement text that reads "Slim smooth square by A VOLUTION" (Ruslinah, 2017). The repetition of consonant 's' in the advertisement will make the readers easily recall the product. To summarize, the functions of figurative language have impacted the expressions of languages to make them more interesting, attractive, memorable, and imaginative.

Theoretical Framework

In analysing the types and functions of figurative language used in women's clothing advertisements on Instagram, McQuarrie and Mick's (1996) figurative language theory constructed the theoretical framework for this study (Figure 1).

Figure 1
Theory of Figurative Language
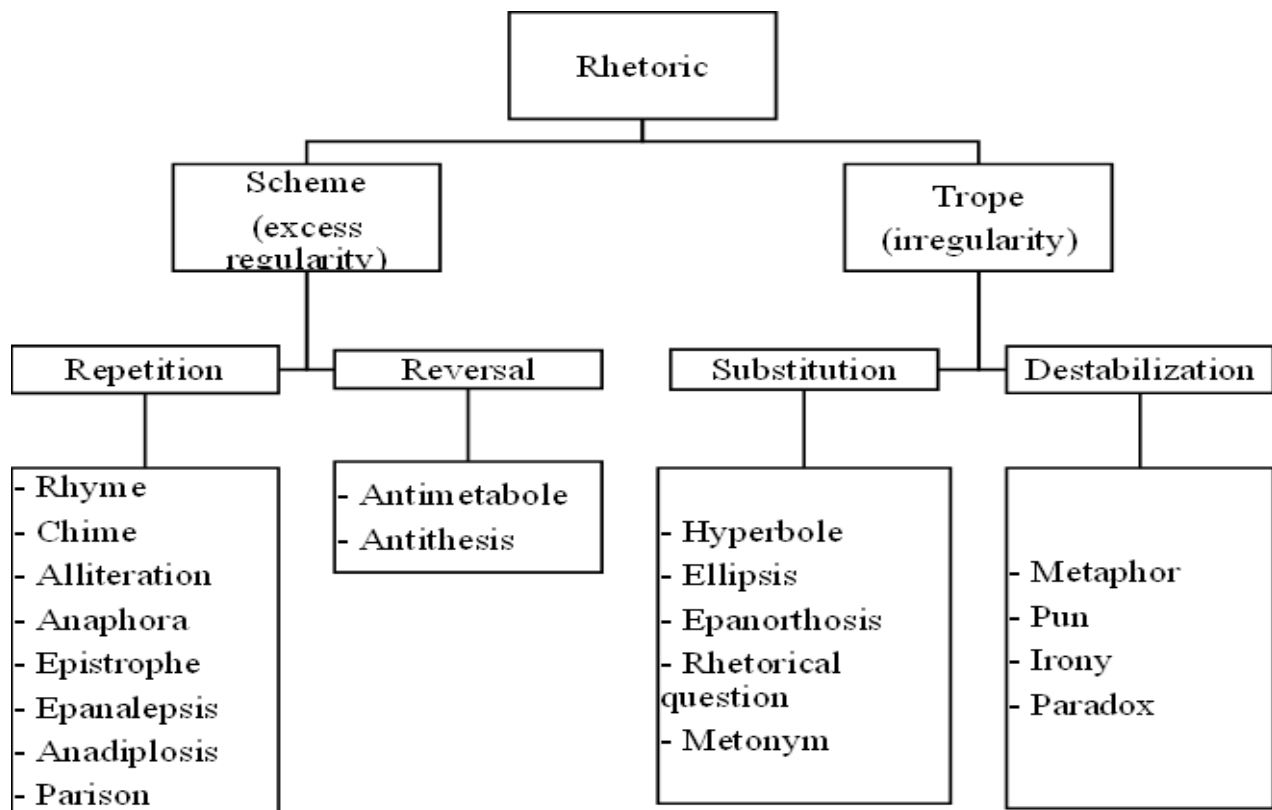
McQuarrie and Mick (1996) defined figurative language as "an artful deviation in the form taken by a statement". It means that figurative language is used in language expression that deviates from the expectation.

The term "scheme" refers to a change in sentence structure, which entails adding or subtracting letters or syllables in the beginning, middle, or end of a word or spelling (McQuarrie and Mick, 1996). Scheme is divided into two categories, which are repetition and reversal.

Repetition involves the combination of language expression while retaining the meaning intended, while reversal is the changing of word arrangement that produces a different meaning (McQuarrie and Mick, 1996). "Trope occurs when a text contains a deficiency of order or irregularities" (McQuarrie and Mick, 1996). It is categorized into two which are substitution and destabilization. Substitution utilises language that needs the recipient of the message to make adjustments to understand the intended content, which is a linkage of meaning, some symbolic, parable, or imagery (McQuarrie and Mick, 1996). Destabilization refers to conflicting words or phrases in terms of meaning, symbolic, expressed, or suggested in the structure of the same or related verses; it involves choosing an expression so that the initial context makes its meaning questionable (McQuarrie and Mick, 1996).

Methodology

This study was carried out using a qualitative approach with content analysis as the research design. Content analysis utilises the strategy of analysing and comprehending the content of the documents used (Fatimah, 2019). This study applied the collection of indirect data methods. Indirect data can be collected through various methods, including searching through the archives or browsing the Internet (Schneider et al., 2016). Therefore, this study applied the collection of advertisements as the research method.

The data of this study are the caption of womens' clothing advertisements on Instagram, taken from different online shops, namely alnnajahexclusive, calaqisya, tudungpeople, carmelita_official and fifa rasol.

Findings and Discussion

Types of figurative language used in women's clothing advertisements on Instagram Repetition

According to McQuarrie and Mick (1996), repetition "combines multiple instances of some element of the expression without changing the meaning of that element". There are six repetitions found in this study, which are rhyme, chime, assonance, alliteration, anaphora, and epistrophe. The data are presented and discussed below.

1   Rhyme

Rhyme is the repetition of syllables at the end of the word or line (McQuarrie and Mick, 1996). This style is designed to be memorable as the repetition of the syllable is expected to make the readers recall the words. The repeated rhyme is like rebervation that is continuously heard, making it easy to remember for the readers (Haya, 2019).

> The data of rhymes are described below.
> Data 12
> *No **looking**, hands **working**.*
> *Our Year End Sale is here!!!*

Rhyme is shown in words looking and working. The advertisement text in Data 12 from calaqisya is considered as a rhyme because of the repetition of the sound /ɪŋ/ at the end of the syllable of the words, as in looking and working. The advertiser uses both of the words to express the excitement of Year End Sale, as to portray that even if the customers are not looking at the products, their hands will still be busy working; shopping. Another data of rhyme is presented below.

Data 44
*Low stock alert: Little **DEFECT** but more **EFFECT!***
Our As-Is Adra might has a minimal defect. But the wide and solid chiffon
material, is ironless and covers you so perfectly.
Plus, it's so easy to style, you'll be ready in a flash.
49% off is ENDING SOON, tap to shop As-Is Adra with your girls today!

Data 44 are taken from carmelita_official. The advertisements are considered as rhyme because of the repetition of the sound /ɛkt/ at the end of the word 'defect' and 'effect'.

2   Chime

Chime has a similar concept with rhyme. The feature of a chime is that the keywords in a sentence or phrase start with identical sounds or letters (McQuarrie and Mick, 1996). This figurative language is used to attract the readers' attention as it stresses the repeated letters at the beginning of the sentence.

There is one (1) chime found in this study. The advertisement data of chime are presented below.

Data 2
***One** day, **one** outfit.*

The main focus of the advertisement in Data 2 from alnnajahexclusive is on the sound /w/ on the word one. The advertiser emphasises the word one to tell the readers that they can wear an outfit per day, as shown in the video of the post. This advertisement also encourages the readers to try blouse, shirt, and skirt 'mix and match' by focusing on one outfit per day.

3   Assonance

Assonance is the repetition of vowel sounds that have the same sound in each word but with a different final consonant (McQuarrie and Mick, 1996). The use of assonance in an advertisement is to make the advertisement memorable and recognizable due to the distinctive repetition of vowel sounds (Ruslinah, 2017)[9]. There are two (2) data of advertisements that contain assonance, and they are described below.

Data 13
*When you think we only have **one**, **another coming** to you!*

The advertisements in Data 13 contain the repetition of the vowel sound /ʌ/ in the letter o as in the words one, another, coming. The advertisement presents the unexpected surprise of having more than one colour of hijab released. This advertisement incites excitement from the

customers as the customers would be looking forward to all colours released for this particular hijab collection.

4   Alliteration

Alliteration is the repetition of three or more consonant sounds in a phrase or sentence (McQuarrie and Mick, 1996). Alliteration usually occurs close or next to each other in a sentence, and it is used mainly to emphasise attention and attract the customers' attention (Ruslinah, 2017). The advertisement data that contain alliteration is explained below.

> Data 3
> *Your **modest mix** and **match***

The repetition of the consonant sound /m/ is present in words modest, mix, and match in Data 3, taken from alnnajahexclusive. Thus, it is said that this advertisement uses alliteration. The figurative language alliteration emphasises a modest outfit to attract their target customer, which is the Muslimah woman. In addition, the advertiser stresses on the word mix and match to attract the customers to purchase the blouses and skirts from their shop.

> Data 4
> ***Pleated** skirt but in various **printed pattern***

The alliteration in Data 4 taken from alnnajahexclusive is present in the word pleated, printed, and pattern. The words pleated, printed, and pattern are identified as alliteration because they start with the same consonant sound /p/. In the advertisement in Data 4, the stress on the words is used to give a strong impression of the important keywords. The words printed pattern can persuade the customers' buying decision as they care about various patterns, designs, and colours of the pleated skirt.

5   Anaphora

Anaphora is the repetition of words at the beginning of a phrase, sentence, paragraph, line of verses, or stanzas (McQuarrie and Mick, 1996). The data of the advertisement that contains anaphora as the figurative language is presented below.

> Data 8
> ***Something** to wear at home. **Something** with a little bit of magic. **Something** you will need at every corner of your house 😊. **Something** to wear under your hijab. All women need this. BOO TIE TIE*

The advertisement in Data 8, taken from alnnajahexclusive is considered anaphora because the word something is repeated four times at the beginning of the sentences. Utilising the word something continuously in the advertisement could pique the customers' curiosity, thus leading them to be interested in the product mentioned in the advertisement. Moreover, after the word something, the advertiser also lists out the reasons as to why the product is a must-have item among the women, making the advertisements more persuadable.

> Data 25

__New__ year, __new__ pants! 👀

The anaphora of Data 25, taken from fifa.rasol is in the repetition of the word new. The adjective new is repeated twice at the beginning of the advertisement caption. According to Haya (2019)[13], anaphora can be used to combine two or more different concepts or ideas. The use of the adjective new in both phrases combines two different ideas, making the readers consider both ideas. The first adjective new is used to show the new year, making the readers wonder what they should do for the new year. The second repetition of new in new pants is where the advertiser relates the new year as a perfect chance to have a new pair of pants as if it is a norm to have something new every new year. The correlation of ideas using the repetition of the adjective new in Data 25 makes the customer feel motivated to celebrate the new year by purchasing something new.

6   Epistrophe

According to McQuarrie and Mick (1996), epistrophe is the repetition of words at the end of phrases or sentences. Epistrophe has a similar form to anaphora as both epistrophe and anaphora involve the repetition of words (Haya, 2019). While the repetition of words in anaphora is at the beginning of sentences, the repetition of words in epistrophe is located at the end of sentences. There is one (1) epistrophe found in this study, as presented below.

Data 27
I want __it__. I got __it__.
Which colour do you wanna grab?

Data 27 is taken from fifa.rasol. The advertisement is considered an epistrophe because of the repetition of the word it in the sentences. The word it is repeated twice in the advertisement in Data 27. The advertiser writes a catchy line of sentence by repeating the word it twice to make the advertisement memorable to the readers or the customers.

Reversal

According to McQuarrie and Mick (1996), the figurative language of reversal "combines elements that are mirror images of one another in an expression". There is one reversal found in this study, which is antithesis. The data is presented as the following.

1   Antithesis

Antithesis is a type of figurative language that conjoins contrasting ideas in a phrase or a sentence (McQuarrie and Mick, 1996). Antithesis is also known as 'contrapositio' and 'opositio', which corporates the binary opposite ideas in a phrase or sentence (Ruslinah, 2017). It gives an entirely different view of sentences to show the opposite meaning between them. The advertisement data that contains antithesis as the figurative language is presented below.

Data 22
__Same__ cutting, just __different__ features. Swipe for more details~
Will you set your alarms for the launch this 9pm Thursday?

In the advertisement of Data 22 from tudungpeople, the contrast of idea is shown through the words same and different, thus it is an antithesis. The purpose of the advertisement is to tell the customers that there has been an upgrade of a hijab collection. The use of the contrasting idea using the words same cutting, different features are to inform the customers that tudungpeople have maintained the same cutting but the material has been upgraded from mesh jersey to poly spandex jersey.

> Data 34
> *Stand strong and be the voice of today's generation,*
> *Sashay your day in full force with our Imelda Blouse,*
> ***Today's*** *confidence is for* ***tomorrow's*** *challenges!*

Data 34 is taken from carmelita_official. The antithesis is present in the contrasting idea of the word today and tomorrow. The advertiser wants to inform the readers that anyone can appear confident in Imelda Blouse and that wearing the blouse will give the customers the confidence to get through tomorrow or future challenges. In addition, the accompanying chime (t . . . .c . . . . t . . . . c) in the advertisement provides parallelism (McQuarrie and Mick, 1996)[6]. The accompanying chime makes the advertisement memorable.

Substitution

According to McQuarrie and Mick (1996), the rhetorical language of substitution "selects an expression that requires an adjustment by the message recipient in order to grasp the intended content". There are two elements of substitution found in this study, namely hyperbole and rhetorical question.

1   Hyperbole

A hyperbole is an exaggerated or extreme claim. It is an overstatement by exaggerating a claim to achieve emphasis and to make the sentence more persuasive (Haya, 2019)[13]. Hyperbole is used in speaking or writing to make something sounds better and more significant than it really is. According to Widyanti (2013), hyperbole is often used by businessmen and manufacturers to advertise their products and services in the most attractive way as possible. The data of hyperbole are presented below.

> Data 15
> *An ironless set?* ***This one is to die for.*** *Made from fabric that has a little bit of sheen on it's surface, this one gives of a lustre-filled look to the wearer*

The advertisement in Data 15 is taken from a suit advertisement from calaqisya. The sentence "this one is to die for" is exaggerating. Thus, it is hyperbole. The advertiser wants to promote an ironless suit set by emphasising that it is to die for as an ironless set has always been convenient. However, it is impossible for a person to die from purchasing an ironless set. Therefore, in this advertisement, hyperbole exaggerates the product. According to Widyanti (2013), in advertising, hyperbole is often referred to as "dramatizing the selling point" as it is used to emphasise the uniqueness of the products and services. Hyperbole is also presented in the next data advertisement.

2   Rhetorical Question

Rhetorical question is used to ask a question as to make an assertion (McQuarrie and Mick, 1996). A rhetorical question does not need an answer, and it is often used to highlight something (Haya, 2019). The advertisement data that contain hyperbole are presented below.

Data 5
Baju labuh ?Sampai lutut?Ala2 korean?*Onzzzz*
Long dress? Up to the knee? Korean style? Onzzzz

The data, baju labuh? Sampai lutut? Ala2 korean? From alnnajahexclusive shows the rhetorical question because the advertiser has already answered the answer to these questions. The answer is evident in the word Onzzz, which is a Malaysian slang used to confirm something colloquially (Seah, 2018). The advertiser asks those questions to make an assertion that all the features; baju labuh, sampai lutut and ala-ala Korean are included in the features of the long dress.

Data 20
Anyone in need of a new printed piece?

The rhetorical question in Data 20 can be seen in the question anyone in need of a new printed piece? The advertiser tries to establish two-way communication between the reader and the advertiser as to attract their attention in a teaser of a newly launched product. The advertiser also drops a hint of the new collection by utilising the word printed to make sure the customers are informed that the new hijab collection from tudungpeople is a printed collection. Therefore, the advertiser has successfully made an assertion by asking a question thus it is a rhetorical question.

Destabilization

According to McQuarrie and Mick (1996), destabilization "selects an expression such that initial context renders its meaning indeterminate". There are two rhetorical operations of destabilization in this study: metaphor and homonym. The data are presented and explained below.

1   Metaphor

A metaphor establishes substantial or fundamental similarities between two terms that are not often related and does so in a way that opens up new possibilities (McQuarrie and Mick, 1996)[6]. A metaphor is the use of non-literal language to attribute to the assimilation of two different things based on analogy (Widyanti, 2013). The data that contain metaphors in advertisements are described below.

Data 11
The bag that can literally fit your patience*- on a good day! Restocked with new colors! Now back available at all stores and online*

The advertisement in Data 11 is about a bag advertisement from calaqisya. The sentence, the bag that can literally fit your patience, is considered a metaphor as it compares the bag to

patience, which is often regarded as the capacity to endure and tolerate any hardships without using any comparative words. Thus, the analogy highlights the quality and the feature of the product.

> Data 23
> **The collection of your dreams** *might just be a few clicks away..* 😉 *Hawa currently at 20% OFF* 🤍 *Featuring Hawa in Parfait*

The advertisement in Data 23 is a hijab advertisement by tudungpeople. This advertisement contains metaphor since the sentence the collection of your dream compares a dream to something that can be collected without using any comparison words. In addition, the advertisement in Data 23 also metaphorized the product as the collection of the customers' dreams, and it can be achieved just by checking out the desired product. The analogy, then, emphasises on achieving dreams by purchasing the product.

2   Homonym

One word that can be taken in two different senses and meaning is considered as a homonym (McQuarrie and Mick, 1996). Homonym words contain the same pronunciation, spelling, and sound, but it has a different meaning. There is one (1) homonym found in this study. The data of homonym is presented below.

> Data 14
> *Sky looks kinda Cloudy, the perfect weather when you're tired of the heat eh?*

The homonym in Data 14 taken from a blouse advertisement from calaqisya can be found in the word Cloudy. The use of the word Cloudy in the advertisement as in Data 14 is ambiguous as it can bring two meanings; 1) the weather and 2) the name of the calaqisya's blouse collection.

The Functions of Figurative Language Used in Women's Clothing Advertisements on Instagram

The second section of this chapter is in purpose to answer the second research question; what are the functions of figurative language in women's clothing advertisements on Instagram? According to Ruslinah (2017), a figure of speech or figurative language is a special language used in advertisement and literature as a creative technique to use language.

According to McQuarrie and Mick (1996), the use of rhetorical figures is intentional and intended to act as an effective adaptation to the situations in which the advertiser is encountered. McQuarrie and Mick (1996) listed three functions of figurative language in an advertisement, which are (1) to motivate the readers, (2) to produce a positive attitude, and (3) memorable.

The researcher found three functions of using figurative language in women's clothing advertisements on Instagram in this study. The functions of figurative language used in women's clothing advertisements in this study are in line with McQuarrie and Mick (1996) and the findings of past studies by Ruslinah (2017), Haya (2019), Fatimah (2019), and Widyanti (2013), which are to attract the readers and create a strong impression, to make the advertisements memorable, and

to satisfy the customer's needs. The findings are explained and discussed below, with an example for each type of figurative language.

1   Attracting the readers and creating strong impression

According to Albrighton (2013), an advertisement needs to be attractive to motivate the readers to read the advertisement. Based on the findings of the study, hyperbole and metaphor function to attract the readers and create a strong impression the most. Fatimah   (2019)   stated   that exaggerating a language using hyperbole will attract the readers to complete reading the advertisement.

> Data 16
> ***Feel like the water glides on your skin****, this KEIN top and pants is comfortable to wear, as tried and tested.*

The sentence feel like the water glides on your skin in Data 16 is hyperbole as it exaggerates the customer's experience when trying the product to emphasise that the product is comfortable and cooling. Advertisement with an extravagant statement is also used to create a strong impression on the readers (Istiqomah, 2014). Therefore, the advertisement in Data 16 is attractive and able to create a strong impression as the exaggerated sentence will make the customers curious about the product.

Metaphor also functions to attract the customer's attention and create a strong impression as metaphor requires interpretation from the readers due to its underlying meaning (Yan et al., 2019).

> Data 11
> ***The bag that can literally fit your patience****- on a good day! Restocked with new colors! Now back available at all stores and online*

In Data 11, the sentence, the bag that can literally fit your patience, is considered a metaphor as it compares the bag to patience, which is often regarded as the capacity to endure and tolerate any hardships without using any comparative words. Using a metaphor in an advertisement will attract interest from the readers as they need to understand the concept and meaning of the statement in the advertisement (Rohani, 2018). Metaphors can make the advertisement persuasive and informative once the readers grasp the underlying meaning of the advertisement. However, according to Djafarova (2018), metaphors can be easily misunderstood and misinterpreted if there is not enough information provided. Therefore, it is essential for an advertisement to provide relevant attention by only communicating about the benefit of the product (Albrighton, 2013).

2   Making the advertisements memorable

The use of repetition in advertisements will make the advertisements memorable as the advertisements will appear as easy to remember and look more impressive (Ruslinah, 2017). According to McQuarrie and Mick (1996), repetition is a combination of multiple instances of some element without changing the meaning of the element. The repetition found in this study includes rhyme, chime, assonance, alliteration, anaphora, and epistrophe.

> Data 42

*Daisy is back **STRONGER** and **BOLDER!***

Data 42 is a rhyme because of the repetition of the sound /ər/ in the words stronger and bolder at the end of the sentence. The advertiser repeats the sound to emphasise the characteristics of the product to appeal to the readers so that the readers can memorize and remember the product. The advertiser defines the product as stronger and bolder to communicate the benefit of the product. Rhyme is used in advertisements to make the readers remember it (Haya, 2019). Hence, rhyme functions to make the advertisement more memorable.

Data 3
*Your **modest mix** and **match***

Data 3 is alliteration as it repeats the same consonant /m/ which is located next ti each other. The consonant /m/ is repeated three times in Data 3. Ruslinah (2017) stated that alliteration in an advertisement is aimed to produce a memorable sentence and give a nice pronunciation. Thus, the advertisement in Data 3 makes a good memorable advertisement as it is ear-catching, memorable, and can make the advertisement stick on the reader's mind.

Data 27
*I want **it**. I got **it**.*
Which colour do you wanna grab?

Data 27 is an epistrophe as it repeats the word it twice in the sentence. The repetition of the word it makes the advertisement memorable to the readers as the advertiser persuades the readers to buy anything they want. According to Albrighton (2013), a memorable advertisement needs to be simple and precise. Advertisement in Data 27 is memorable as it is short, simple, and precise.

Other than repetition, homonyms also create a memorable advertisement as the readers will be attracted to interpret the double meaning of the homonym, thus making the advertisement more memorable (Haya, 2019).

From the discussion above, it can be understood that the pattern of a memorable advertisement is simple. Albrighton (2013) stated that a simple yet precise advertisement could achieve some important functions, including defining the product, communicating the benefits of the product, encouraging a call to action, and emphasising a strong position in the marketplace.

3   Satisfying the customers' needs

According to Joseph et al. (2016), the goal of every organisation is to meet and satisfy the requirements and needs of the customers. In social media such as Instagram, fashion product is promoted in such a personal and interactive way as the customers can purchase directly through online shopping (Wörfel, 2019). Therefore, to promote the product in an interactive way to satisfy the customer's needs, the language of advertisements has distinctive characteristics.

According to Albrighton (2013), honesty is the most effective element in an advertisement as it is straightforward, and the customers are prone to be loyal to the organisation that practices honesty in their advertisements. An honest advertisement must describe, define, and communicate

the benefits of the product without any exaggerated claim so that it can meet and satisfy the customers' needs. From the findings of the study, the researcher found that antithesis and rhetorical questions function to satisfy the customers' needs.

Data 22
Same *cutting, just* ***different*** *features. Swipe for more details~*

Data 22 is an antithesis as it contains the contrasting idea between the word same and different. The use of antithesis can satisfy the customer's need as the advertisement honestly explains the information of launching a new product, which has the same cutting as the previous product, but the features are different. The advertisement in Data 22 answers the customers' curiosity about the launch of the new product as the cutting of the product looks the same.

Data 17
Have you met Muna? *One of the flowiest & best travelling companions!*

Data 17 is a rhetorical question as the advertiser has provided the answer in the next sentence of the advertisement and also in the video of the Instagram post. A rhetorical question will pique a customer's interest as they usually search for an answer when asked about a question (Haya, 2019). Therefore, the rhetorical question helps the customers satisfy their needs by providing the answer. For instance, in Data 17, the question Have you met Muna? is answered by explaining that Muna is the flowiest and best travelling companion due to its feature of minimal ironing, opaque, flowy, and effortless drapes.

Conclusion

From the findings and discussions, the researcher was able to answer both research questions of this study; (1) what are the types of figurative language used in women's clothing advertisements on Instagram? (2) what are the functions of using figurative language in women's clothing advertisements on Instagram? The theory of figurative language by McQuarrie and Mick (1996) was used as a guide to analyse the women's clothing advertisements on Instagram. The researcher was able to support the findings and discussions of this study using the theory of figurative language by McQuarrie and Mick (1996). In addition, the findings and discussion of this study also support and agree with theory of figurative language by McQuarrie and Mick (1996), and the past studies by Ruslinah (2017), Haya (2019), Fatimah (2019), Yan et al. (2019), and Widyanti (2013).

Although the study takes a thorough approach, there are some limittaions that may impede the potential impact of this study. The first limitation of the study lies in the limited number of sample size, which consits of five online shops. This limitation might not adequately represent the wide range of women's clothing ads on Instagram. Expanding the sample size could provide an extensive and deeper understanding of how figurative language is used across different contexts and brands. Additionally, while this study identifies the types of figurative language, a more comprehensive analysis on how these linguistic devices influence customer's perceptions and behaviours could enhance the practical implications of this study for advertisers. Such efforts would enhance the contribution of this study to the field of advertisement and customer's psychology.

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