Semantic Analysis of Figurative Language Found in Nikkie tutorials Product Review

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Abstract

This study aims to investigate the figurative language in most popular product review of makeup in Nikki Tutorials in Youtube channel. The data were the existing utterances delivered by the content creator. This research used the theory semantic of figurative language from Perrine (2018) to categorize the utterance that appeared in the data source into the function and reason of figurative language. A qualitative research design was employed in conducting this study followed by document analysis and observation as the instruments. This research used observational method that theorized by Sudaryanto (2015), to collect the data in the product review. The result showed that the kind of figurative language was separated into twelve types there are simile, metaphor, personification, apostrophe, metonymy, symbol, allegory, paradox, overstatement, understatement, synecdoche, and irony and the reason of figurative language specifically imaginative pleasure, bringing additional imagery, additional emotional intensity, and saying in brief compass. Related to the types, the researcher found 42 data that contains the kind of figurative language. There were 21 data of hyperbole, 4 data of simile, 1 data of metaphor, 7 data of personification, 2 data of apostrophe, 1 data of metonymy, 2 data of symbol, 2 data of paradox, 2 data of understatement. Whereas the reason of figurative language, the researchers found 30 data. 25 data increase emotional intensity, 2 data bringing additional imagery, 2 data saying in brief compass, 1 data afford imaginative pleasure. Moreover, the most used in the kind of figurative language is hyperbole whereas the reason of figurative language is increase emotional intensity which always appeared in the data analysis.

Keyword: *Figurative language; Product review; Semantics*

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Introduction

Every creature in the planet uses language as a symbol. Colston (2015) argued that the symbol was employed to communicate the speaker's intent, emotion, and empathy with the other individuals. Understanding the speaker's meaning requires not only an understanding of the language being used, but also information regarding how the message is being delivered. This

information is matched with the words that are said and interpreted as meaning. The meaning in languages demand the hearer for comprehension of the speaker's intention. Flexibility in diction will be possible due to knowledge of vocabulary, appropriate word pronunciation, and sentence construction, also it will distinguish the characteristic of one speaker or writer from the other. The reader or listener will receive the same image and concepts if the word is equal and appropriate with the literal intention (Mayang and Simatupang 2020; Saeed 2016). Understanding the language and its substance in purpose to avoid the misunderstanding and improve the people in their environment as social beings.

Nowadays conveying intentions and emotions or something people want to convey can be conveyed virtually on social media. Social media is like "a bowl of comments" (Ambalegin and Arianto, 2020). There is a wide range of the usage of social media to deliver people thought, one of them people being provided to people to share their opinion about product they bought called reviewing the product. Product review is an activity by doing investigation to the product under review and demonstrating to other people about the weakness, strengths, and the uniqueness as well. In line with Purnawirawan, product review is when people show their opinions and experiences about using a product, then conveyed whether in writing and verbally on social media (as cited in Wang & Wang, 2020). Extension from Sarkar & Ahmad (2021) the people will then consider how valuable and suitable the item they want to buy by considering the opinions and experiences of others regarding the product. By this, it can be assumed reviewing product will affect the selling on the product. Therefore, it should not be done arbitrarily, under pressure, or interference from others, because the big impact of it.

For the further study the researcher discussed product review by Nikkie Tutorials. Nikkie Tutorials is the creator of makeup idea "The Power of Makeup" with more than 42 million viewers on the series and has been conducting in makeup industry for 14 years. In her YouTube channel, there are few kinds of videos related to makeup. One of them is she review the makeup tools from many brands. The researcher took the two of the most popular product review in her YouTube channel. They are "Shane Dawson x Jeffree Star conspiracy palette. The truth!!!" with 8.8 million viewers and "Jeffree Star cremated palette review. Yikes!" with 7 million viewers on YouTube.

To help people understand and be able to capture literal meaning to avoid misinterpretation of expression or statement by the reviewer, there is linguistics that studies language and the meaning contained in the utterances in the product review namely

semantic. Semantics is an approach that talks about meaning in an expression. The branch of semantics that is concerned with word choice and how literal meaning is transformed into a more beautiful form is called figurative language. In compliance with Abrams & Harpham (2015) figurative language is the use of language by distorting words or the structure of the language itself with the intention of building a certain impression or effect on the listener or reader. Perrine (2018) extended that due to a big possibility misunderstanding in conceiving the figurative language, the reader or listener being required have a good knowledge and sense in language.

The kind and the function of figurative language was separated by (Perrine 2018). He divided into twelve types. They are; Simile, Metaphor, Personification, Apostrophe, Metonymy, Symbol, Allegory, Paradox, Overstatement (hyperbole), Understatement, Synecdoche, and Irony. The explanation regarding the types will be discussed below.

1.   Simile

Simile is one of the kind of figurative language by comparing two object with connecting words or phrase such as, similar to, resembles, seems, as like, as or than (Simpson, 2004; Perrine, 2018). With this the speaker or writer free in choosing the words in purpose to equal the things with other terms by using simile words. For example, "Our mother said she was like Mary with her heart on the outside of her chest.'' (Arifatin 2019). The writer compares the mother with Mary using simile word like. The writer compares the mother because she or he believe that the mother as pretty as Mary.

2.   Metaphor

Metaphor is one of the kinds of figurative language by comparing the two things different by not using the simile words. in metaphor, the comparison is not expressed but is created when a figurative term is substituted for or identified with the literal term (Perrine, 2018, p.774). for instance, "Your heart is pure, your soul is free" (Ardhyanti and Supriyatiningsih 2020). The expression is categorized as figurative language metaphor, it can be concluded by the writer compares the heart as equal as pure that do not have any sin and the soul as free with no any obligation or commitments.

3.   Personification

personification is animate inanimate objects using human nature and behaviour. Perrine (2018) stated personification is when an inanimate object or idea or animal has been given human attribute. As an illustration, "Pain stole his breath, so he sucked more of it and struck out a third time. It screamed. Fury, Gage thought". The bold sentence on the statement is categorized as personification, since the pain in a concept that has been given human attribute stole. In fact, the pain is a concept that has no any ability to move especially stole his breath.

4.   Apostrophe

Perrine (2018) said that when the writer or speaker directed the things or people who already dead or absent which cannot respond

directly to the speaker or writer is considered as apostrophe. Ketaren et al.,(2021) added

apostrophe is when the speaker for example in the starts to talk to third part who does not exist in the same place. For instance, "to an athlete dying young" (Perrine 2018). The statement beside is categorized as apostrophe because the writer addresses the athlete who already die

5. Metonymy

Metonymy is kind of figurative language with conveying something with another terms that has relation between the two of them (Perrine 2018). When the object that is given a touch of metonymy then the object is no longer named with a literal name but by the other name that has ties to the object. For example, "Saudi Press: Staying at Home Is Our Strongest Weapon to Face Coronavirus". The word weapon is referred to the effort in staying at home. The writer believes with substituted staying at home able to represent the strong as weapon.

6. Symbol

"Symbol is not only defined as something pointing to a certain object but also containing metaphorical meaning more than the object" (Arifatin, 2019, p.133). As an illustration "desert rose" (Pythaloka 2022). Desert rose represent bad situation. If the rose in the desert withered it means the someone lose his soulmate or passion and loses his purpose in life.

7. Allegory

Events conveyed through parables or symbols are called allegory. "An allegory is a story that has a second meaning beneath the surface, endowing a cluster of characters, objects, or events with added significance; often the pattern relates each literal item to a corresponding abstract idea or moral principle" (Perrine, 2018, p.293). In other words, writer or speaker using allegory phrase to conveyed deep meaning or moral with shorter sentence and far from the literal meaning. For example, "I was inside a stone building without a roof" (Sari, Nur, and Kustantinah 2022). The bold sentence on the side is not defined as people who got stuck inside the stone building without roof, but it depicts someone who got problem in her or his life and unable to escape from it.

8. Paradox

A paradox is a statement that is both inaccurate and true at the same time. Paradox is expressing a concept that is contrast with common perception but contains the truth Perrine (2018). "This is the Beginning of End of the Pandemic" (Al-Khasawneh 2021). the statement on the side is categorized as a paradox. It can be seen the word beginning and end is something that is contradictory, but has a meaning where the recovery phase from the pandemic has begun. It has a positive impact and pleasure for anyone who reads it

9. Overstatement (hyperbole)

Hyperbole is the use of exaggerated language to describe an event or an idea rather than the actual incident that occurred. Perrine (2018) added the use of hyperbole has a number of several impacts, including being humorous or dramatic, fantastical, and persuade or unconvincing the others. "I can show you the world" (Nursolihat and Kareviati 2020). This phrase indicates that the male intends to show and do anything he can for the woman, not that he would truly show her the entire world.

10. Understatement

Understatement is the opposite of hyperbole. Perrine (2018) said understatement is talking about something with less force than is necessary. Understatement is a style of communication that, in contrast to hyperbole, lowers the intensity of a situation or notion to make it seem less serious or important from the truth condition. As an instance, "G20 to Face Novel Coronavirus (COVID- 19) Pandemic, with Swift, Decisive Action". the statement above is included in the category of understatement. Because the author conveys the idea that Corona is not frightening, so it can be dealt with quickly and easily.

11. Synecdoche

"The use of the part for the whole" (Perrine, 2018, p.779). it can be assumed synecdoche is the art of saying something completely with only using a small part of itself. "Himself went down on the dock to have a word with Mordecai Smith" (Sari et al. 2022). A word that is considered a type of figurative synecdoche. That sentence meant he went under the dock to talk to Mordecai Smith. A word represents the conversation he wanted. A word is part as a whole of sentence.

12. Irony

Irony is saying something but contrary to the literal meaning Perrine (2018). Irony may be used to demonstrate the true meaning of opposing ideas by using sarcasm or ridicule. "Angels could get drunk" (Sari et al. 2022). The most sacred being is considered to be an angel. But the author said that the angel became drunk. While becoming drunk is a negative thing that an angel should never do. This sentence contains two things contradict common belief and the existing situation.

The reason of figurative language was discovered by Perrine (2018). There are afford us imaginative pleasure, bringing additional imagery, adding emotional intensity and means of concentration.

1. Imaginative Pleasure

Imaginative pleasure is what the audience can feel when they are given the opportunity to imagine in interpreting the literary works that are presented to them. The mind enjoys these unexpected correlations and finding patterns between contradictory stances. For instance, we name our plants and flowers after fancied resemblances: jack-in-the-pulpit, baby's breath, Queen Anne's lace. Therefore, figures of speech are pleasant or even of themselves, giving us a source of excitement while using our imagination.

2. Bringing Additional Imagery

figures of speech are a way of bringing additional imagery into verse, of making the abstract concrete, of making poetry more sensuous (Perrine, 2018, p.813). means that figurative language visualizes something abstract in literary works in order to make it clearer to the hearer or reader. For example, when Robert Browning compares the crisping waves to "fiery ringlets".

3. Increase Emotional Intensity

The next reason of figurative language is adding emotional intensity. The purpose of using figurative language in a literary work is to convey information with an attitude and by adding emotion. For example, when Philip Larkin's pathetic escapist metaphorically

compares books to "a load of crap".
4. Saying in Brief Compass
figures of speech are an effective means of concentration, a way of saying much in brief compass (Perrine, 2018, p.814). Conveying information in a literary work can be done by shortening it into a short sentence to leave a compact impression. For consider, "Life is like a candle" by Shakespeare does in a passage from Macbeth (pages 836–837).

Method

The study's researchers used a qualitative research approach. where the words and sentences that made up the data and the result were situated. Huberman (2014) defined that qualitative technique as the process by which an item is formed using words, phrases, or sentences. The collecting data following the step from Creswell and Creswell (2018) namely observational method. Observational method is a method by using five senses namely seeing, feeling, hearing, speaking, and smelling to analyse and collect information in data sources. At the beginning the researcher watching the product review in YouTube. Then, wrote down the script from the video. The next step, the researchers highlighted the data that contains the kind of figurative language. Therefore, this research was applied descriptive qualitative method because the data was analysed the words included in utterance.

The next move after collecting the data, the data source was analysed by researchers utilized semantic identity from Sudaryanto (2015). This research used equalizing method intended to equalize the data. At the beginning, the researchers marked the utterance loaded by the twelve kind of figurative language and the reason of figurative language. Then, the theory from Perrine (2018) (Grice 1975) (Grice, 1975) used to examine the data. At the end, the presentation of the result of this study presented by researchers descriptively.

Findings and Discussion Findings

No	Kind of figurative language	Frequency
1.	Hyperbole	21
2.	Simile	4
3.	Metaphor	1
4.	Personification	7
5.	Apostrophe	2
6.	Metonymy	1
7.	Symbol	2
8.	Paradox	2
9.	Understatement	2
	Total	42

No	Reason of figurative language	Frequency
1.	Afford imaginative pleasure	1
2.	Increase emotional intensity	25
3.	Bringing additional imagery	2

4. Saying in brief compass   2
   total   30

Discussion

Hyperbole Data 1
"So that is blending out absolutely incredibly like do you see it that
fade it's like so soft and smooth no trouble so far"
00:04:20-00:04:29

Nikkie was excited when she experimenting the color called My Pills from the palette. The phrase "absolutely incredibly" is evident. Incredibly refers to something that is too amazing and impossible to accept, while absolutely denotes that there is no imperfection. In actuality, the color was simply pink. However, because Nikkie said that the shade is truly excellent in

her statement it might be inferred that the speaker inflated her opinion. Her statement serves the purpose of increasing the emotional intensity. It was explained using the word unbelievably. As the speaker, Nickie added further words to express her happiness.

Data 2
"First of all the packaging is A A plus plus plus plus plus I love it when you can see that there's a lot of thought and love put into packaging and this is exactly that"
00:13:24-00:13:31
After she finished with the look, she conveyed her opinion about the eyeshadow palette on the whole. The packaging was really good in her opinion. Her statement was classified as hyperbole. It was because A plus means a rating for student's work for the highest value and nd Nikkie used word A plus repeatedly. The speaker, Nikkie was employed the figurative language in function to add emotional intensity. It explained by the A A plus plus plus plus plus. The speaker involved the extra word to convey how satisfied her about the packaging.

Data 3
"oooohhh I was so scared that this was going to be one of those shades that you need to apply with your finger or that you need like a special primer underneath that it needed something super sticky to really cling onto the eye"
00:06:48-00:07:01

Nikkie picked up the Pallbearer shimmer color to complete her eyelook. She was so scared. The phrase " so scared " has the literal that Pallbearer's shimmer frightens, worries, and causes terror in Nikkie. By doing so, it was determined that Nikkie used kind of figurative language named hyperbole. Additionally, the usage of hyperbole serves to increase emotional intensity. It can be seen by she was stressed out since she was afraid of the Pallbearer.

Simile Data 1

"Okay I know I'm sounding like a broken record"
00:02:43-00:02:45

Nikkie stated at the beginning of the review that she sounds like a broken record. A record that repeatedly plays a specific sound is referred to as a broken record. Nikkie used the simile word like to compare her voice to a broken record in this statement. It was clear that Nikkie utilized a figurative language simile. Additionally, the simile's purpose in this expression is to

afford the imaginative pleasure. It was obvious from the simile term that it draws the audience to think of her voice as a broken record.

Data 2

"I love how the darkness is kind of surrounding it it's like the drama"
00:07:59-00:08:02

Nikkie seems so satisfied after finishing the first look that given by the combo shade named Grave Digger and Hearse by the palette. In her statement, Nikkie compared the dark on her eye with drama. In literal meaning, drama means something that usually causing conflict and emotion. By comparing the darkness with drama by using like, Nikkie was being confirmed by using figurative language simile. Besides, the function of using simile is to afford imaginative pleasure. It can be assumed by the expression contains figurative language using word like that bring the viewer to imagine the darkness is like a drama.

Metaphor Data 1

"this is one of those true delicious chocolate medium browns just applied like a dream"
00:11:10-00:11:18

Nikkie was really pleased by applying Diet Root Beer, a brown tint. Her description true delicious chocolate medium browns that were applied flawlessly demonstrates her satisfaction about the shade. Delicious chocolate means the chocolate that provides pleasure. She makes an attempt to describe the colour as particularly elegant and stylish. The statement contains a figurative language metaphor by comparing the shade with delicious chocolate medium browns. Therefore, by describing Diet Root Beer as a delicious chocolate it is reasonable to believe that the purpose of this term is to bring additional imagery.

Personification Data 1

"oh, that green is just speaks my name right now"
00:11:45-00:11:49

Nikkie applied the green highlighter called Conspiracy. While she applying the shade, Nikkie said that the green speaks her name. In this moment, Nikkie was determined using figurative language personification. It can be said because she put human attribute speak to the inanimate thing. For the function of the using of figurative language, Nikkie employed it to express

the statement in brief compass. The speaker used this in purposed to make audience

analyse its implications of the statement.

Data 2
"This one right here and this one right here are calling my name"
00:06:27-00:06:33

Nikkie was confused between shimmer colour called Pallbearer and Angel of Death that she planned to be applied on her eye. The shimmery colours, she claimed, seemed to be calling her name. She offerred the palette human attributes by saying the colours really can calling her name. By this it can be concluded Nikkie was personified her statement. The purpose of her statement's personification affords imaginative pleasure to the audience. The speaker, Nikkie brought audience believe that those shimmering shades are actually calling her name.

Data 3
"That shade is just stealing my heart"
00:07:55-00:07:57

Nikkie blended the shade called Grave Digger and Hearse. Nikkie said the combo is stealing her heart. Nikkie was put life thing stealing attribute to the lifeless elements Grave Digger and Hearse. Nikkie was being claimed using figurative language personification by performing the inanimate thing with giving human attribute. Furthermore, the reason of using figurative language personification is to afford imaginative pleasure by seeing how she attract the viewer to imagine the combo shade is really able to steal her heart.

Apostrophe Data 1

"Andrew, are you looking for a job? like cause I might need that
guidance for some projects"
00:02:16-00:02:17

Nikkie commented the packaging of the palette designed by Andrew. In this moment Nikkie was considered utilized figurative language called apostrophe. It was because Andrew was absent while Nikkie talking to him. Furthermore, the reason of figurative language is to afford imaginative pleasure. It was because the speaker made the audience to imagine Andrew would respond to her directly.

Data 2

"I'm waiting we're waiting right here"
00:08:52-00:08:55
In this statement Nikkie hoped that the new series Pomeranian palette

eyeshadow to launch as soon as possible. Nikkie acted like she really talking to Jeffree Star. But Jeffree was absent when she said that she waits for his new product. by this it can be

confirmed that Nikkie was utilized figurative language named apostrophe. The reason of figurative language apostrophe is to afford imaginative pleasure. It was because Nikkie acted as if Jeffree would respond to her directly.

Metonymy Data 1

"but I think this is a beautiful variety between neutrals bright colours funky shimmers like there's a lot of smokiness a sexiness glamour going on this is a truly unique palette that you can wear on a daily basis for a soft look but that you can also dive into you for a little bit of an adventure"
00:14:23-00:14:40

As the final review, she commented her complete thought about the series. She said that the palette contains many shades with different colour and highlighter. Nikkie utilized other words there's a lot of smokiness a sexiness glamour to replace the colours of the shade. By this, it can be summed up that Nikkie used kind of figurative language named metonymy. In addition, the reason of figurative language is to bring additional imagery. Because Nikkie stated the colours in different way in purpose to make it more dramatic and emotional than its literal meaning.

Symbol Data 1

"Get ready for the drama honey get ready for the tea"

00:00:04-00:00:06

Nikkie began her review by including her statement with figurative language named symbol. It can be concluded by the term drama and tea. Those two words in purposed to replace the product by deepen the meaning. Furthermore, the reason of figurative language is to add emotional intensity to the audience. It can be seen by she substituting the product with drama and tea which have deeper meaning than saying the product itself.

Data 2
"I thought it was going to have so much fallout but it is one hell of a shade"
00:07:25-00:07:29

Nikkie applied the shade called Pallbearer. She expected there was going so much fallout, but the shades did not. Nikkie was categorized using kind of figurative language called symbol. It can be assumed by she substituting the Shade Pallbearer with one hell to deepen the sense of the product how amazing the quality. Moreover, the reason of figurative language symbol is to afford imaginative pleasure. It can be seen the word hell bring the audience to figure how misery the shade.

Paradox Data 1
"Coming from the person that hates green this is nice"
00:11:39-00:11:42

Nikkie wore highlighter called Conspiracy. She was hates green she said but, in this time,

she like it. Nikkie was considered included kind of figurative language called paradox because she contradicts her statement. The reason of figurative language was to increase emotional intensity. It can be assumed by she was trying to make the audience believe that she hates green but the green shade in this colour is different.

Data 2

"I mean it's not really something I would gravitate towards but on top of a black lipstick this could be stunning on top of a darker lipstick"

00:13:48-00:13:50

Nikkie trying the lipstick that also contain in Cremated series. She picked up the one of four-shade called Heaven Gate. She seems not very satisfied but it she still stunning. By this Nikkie's statement categorized as kind of figurative language called paradox because she contradicted her statement in one time. In incremental, the reason of figurative language was to afford imaginative pleasure by how she touched the audience that the lipstick still stunning and more stunning if it be the top of darker lipstick.

Understatement Data 1

"I know this looks very questionable right now but trust me as soon as the yellow is popped in and all the rhinestones and the lashes this is gonna pull together it's gonna be like a soft Drac look"

00:09:27-00:09:37

The first look in her eye was almost finish. In this time, Nikkie included the one of kind of figurative language named understatement. It can be seen by the statement that she conveyed contains degraded words I know this looks very questionable right now to make the audience that the look is odd. In addition, the reason of figurative language was to increase emotional intensity by how she makes the audience believe that the look is very doubtful.

Data 2

"I mean the shades have pigment for days okay but I feel like that's always the matter with Jeffrey's shadow so I'm not really surprised it's kind of the standard with the shadows"

00:10:47-00:11:00

Nikkie mixed the shades Orbituary and Burial Gown and she gave her opinion about the quality of the palette. In this moment, Nikkie included the kind of figurative language named understatement. Because the she lessens the product in her statement, I'm not really surprised it's kind of the standard with the shadows can be trusted but in fact she said the palette has a great quality. Besides, the reason of figurative language was to increase emotional intensity because she brought the audience to feel that this palette has a same quality with another Jeffree Star which is great.

Conclusion

From the analysis above it showed that figurative language occurred in product review of

makeup in Nikki Tutorials in YouTube channel. The data consisted of utterances delivered by the content creator. Based on analysis data in product review of makeup in Nikki Tutorials in YouTube, the researcher found 42 data of figurative language types. The most frequent data were 21 data of hyperbole, 7 data of personification 2 data of simile, 2 data of apostrophe, 2 data of symbol, 2 data of paradox, 2 data of understatement, 1 data of metonymy, 1 data of metaphor. Whereas the reason of figurative language, the researchers found 30 data. 25 data increase emotional intensity, 2 data bringing additional imagery, 2 data saying in brief compass, 1 data afford imaginative pleasure. It could be concluded that Figurative language is often used by writers or speakers to represent feelings and thoughts.

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