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The Role of Hyperbolic Figures in Influencing Consumers on Social Media: A Stylistic Study on Shampoo Advertisements

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Abstract- Online media is a communication tool used by producers to convey messages to consumers through advertisements. This study examines the influence of hyperbolic language style on consumer behavior in shampoo advertisements on social media through a stylistic analysis. Hyperbolic language, which involves exaggerated statements or claims, is often used in advertising to create memorable and persuasive messages. The study aims to explore how this language style affects consumer perception, engagement, and purchasing decisions. By analyzing Clear and Pantene shampoo advertisements in online media, this research identifies frequently used hyperbolic techniques and assesses their effectiveness in attracting attention and increasing consumer engagement. This study is a descriptive qualitative research. The data in this study consists of sentences and signs, with the data sources being Clear and Pantene shampoo advertisements in online media. The method used for data collection is a non-participatory observation technique. The researcher collects and observes Clear and Pantene shampoo advertisements in online media. The collected data is then reduced, classified, verified, and tabulated based on its type, and analyzed using stylistic theory. The researcher also interprets and draws conclusions. The findings indicate that hyperbolic style significantly enhances the emotional appeal of advertisements, leading to higher consumer interest and interaction. Additionally, this style is used to highlight the advantages of Clear and Pantene products without demeaning other shampoo brands. This study highlights the importance of stylistic elements in advertising and provides insights for marketers on using hyperbolic language strategies to optimize social media campaigns.

Keywords: Advertising Strategy, Consumer Behavior, Hyperbolic in Shampoo Advertisements, Stylistic Analysis

I. INTRODUCTION

The development of technology and social media has transformed the way companies interact with consumers (Sudarsih, 2022); (Tjahyadi & Cornellia Stella Mahardhika, 2022); & (Anand et al., 2023). Social media advertising has now become a highly effective tool for reaching a wider audience at a lower cost compared to traditional advertising methods (Sudarsih, 2022); (Yadnya & Warastuti, 2023); (Ratri Aulia Sari Nurjanah et al., 2024); (Bhardwaj et al., 2024); & (Nurhadi et al., 2024). Among the various techniques used in digital advertising, the use of hyperbolic language style has proven to be a powerful way to attract attention and influence consumer behavior (Kuspriyono, 2015) & (Ratri Aulia Sari Nurjanah et al., 2024). Hyperbolic language style, which consists of exaggerated statements or claims, is often used to create dramatic and emotional

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effects that can enhance a product's appeal. Shampoo, as an everyday necessity, is frequently the subject of advertisements that utilize hyperbolic language style.

Through exaggerated claims such as "menyulap rambut kusam menjadi berkilau dalam sekejap" or "memberikan volume luar biasa hanya dalam satu kali pemakaian", these advertisements aim to evoke a desire in consumers to try the product. However, the effectiveness of using hyperbolic language in shampoo advertisements on social media still requires further research to understand the extent to which this technique influences consumer perception and purchasing decisions. Media, as an information dissemination tool, makes it easier for individuals to stay informed about various news that is currently being broadcast or has been broadcast (Kaur et al., 2013); (Kuspriyono, 2015); (Sudarsih, 2022); (Gusti Mahdiya & Pulungan, 2023); (Kusnadi, 2023); (Ngulube & Elezie, 2023); & (Ratri Aulia Sari Nurjanah et al., 2024). Online media, in particular, facilitates access to information about news, products, and other goods. Nowadays, one of the most common types of content found in online media is product advertisements. These advertisements are deliberately broadcast or promoted through online media due to their permanent nature, allowing individuals to view the ads anytime and anywhere.

Advertising is one of the viral communication media in cyberspace, particularly in online media, print media, electronic media, radio, television, film, Interactive Digital Media Advertising (Internet), and Outdoor Advertising (Out of Home). Shimp (2007) explains that advertising is a form of mediated communication paid for by an identifiable source, such as the producer of a product or brand, designed to persuade the recipients (consumers) to take certain actions, such as purchasing the advertised product, either immediately or in the future. Kotler (2006) adds that advertising can be an effective way to spread messages, whether to build brand preference or to educate consumers. When well-designed and executed, advertising can enhance brand equity and influence sales and profits. Essentially, producers aim to influence consumers and highlight the advantages of products, such as Clear and Pantene shampoos, compared to other products, by using hyperbolic expressions in their advertisements.

Advertising serves to convey messages, make appeals, and persuade consumers to purchase specific products and brands (Peter and Olson, 2003). Advertisements that contain information about a product can influence consumers' feelings and judgments toward the brand, either positively or negatively (Keller, 2006). Advertising cannot be separated from language, as every advertisement contains a message delivered through sentences. Producers carefully select the right words, often using engaging language styles, as one of the creative strategies in promoting products, brands, or services to influence and attract consumer attention. Clear and Pantene shampoos are hair care products essential for maintaining the health and beauty of hair, such as making it stronger, healthier, neat, black, shiny, fragrant, and dandruff-free. In the advertisements for Clear and Pantene shampoos, there are various written messages designed to persuade and influence consumers to purchase these products. In this context, the selection of well-chosen and easily understood words is crucial, as Kotler (2006) states that the success of an advertisement greatly depends on how the message is expressed. This phenomenon highlights the importance of greater attention to creative strategies in advertisement creation.

One effective creative strategy for attracting consumer attention is the use of expressions that incorporate figures of speech or language styles. In the advertisements for Clear and Pantene shampoos, hyperbolic figures of speech are employed to influence consumers. These hyperbolic expressions serve to elevate the Clear and Pantene shampoos, implying that other products are of lesser quality. Thus, these advertisements can impact consumers and drive increased sales. This study aims to analyze the role of hyperbolic language style in shampoo advertisements on social media and how this language style affects consumer behavior. Using a stylistic approach, the study will identify the hyperbolic techniques frequently used in shampoo advertisements on social media platforms such as Instagram and Facebook, and assess their effectiveness in attracting attention, enhancing engagement, and driving consumer purchasing decisions. Through this analysis, the study aims to provide deep insights into effective advertising strategies and how companies can optimize their advertising campaigns on social media. This research will not only enrich the literature on advertising and consumer behavior but also offer practical guidance for marketers in designing more persuasive and engaging advertisements in the digital age.

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By understanding the role of hyperbolic language style in influencing consumers, this study also aims to explore the ethical boundaries of using exaggerated claims in advertisements. While hyperbolic language can enhance a product's appeal, there is a risk that consumers may feel deceived if the claims do not align with reality. Therefore, this study will consider how consumers respond to these hyperbolic claims and whether they feel that such advertisements affect their trust in the brand. The study employs content analysis to assess shampoo advertisements on social media. By collecting samples of advertisements from various brands and platforms, the research will identify patterns and trends in the use of hyperbolic language style. Additionally, the study will involve surveys and interviews with consumers to understand their reactions to these advertisements and the extent to which hyperbolic language influences their purchasing decisions. The results of this study are expected to make a significant contribution to our understanding of the role of language style in digital advertising. By identifying the most effective techniques for capturing attention and influencing consumer behavior, this research can help marketers design better and more ethical advertising strategies. Furthermore, the study aims to provide insights into how consumers respond to hyperbolic language, enabling companies to build better and more transparent relationships with their customers.

In the context of increasing competition in the beauty product market, a deep understanding of effective advertising strategies is crucial for winning over consumers. This research is not only relevant for academics and advertising practitioners but also for companies looking to stay competitive in the ever-changing market. Through comprehensive analysis and a structured approach, this study aims to make a meaningful contribution to the development of more effective and responsible marketing strategies. The study explore the psychological aspects of using hyperbolic language style in advertisements. Its primary focus is on how hyperbolic elements, such as extraordinary claims, dramatic comparisons, and fantastic promises, can influence consumer emotions and memory about the product. A thorough psychological analysis will be conducted to understand the cognitive processes behind consumer responses to hyperbolic advertisements. Additionally, the research consider demographic variables such as age, gender, and cultural background in assessing how different consumer groups respond to hyperbolic language in advertisements. By understanding these demographic differences, marketers can tailor their advertising strategies to more effectively reach and influence various market segments.

So far, there has been no research specifically examining the role of hyperbolic language style in influencing consumers on social media. However, several studies have similarities with this topic. Lazfihma (2014) found ten categories of language style in the form of sentences and images in advertisements for tea and coffee products on television. Meanwhile, Firdania (2013) identified language style categories such as comparison, contrast, association, and repetition. Firdania also explored the imagery in beauty product advertisements, including product characteristics, price, quality, and utility. Firdania's research shares similarities in focusing on language style in advertisements but extends to various categories of language style and imagery in beauty product advertisements in Femina magazine from January to May 2012. This study, however, will specifically focus on hyperbolic sentences found in Clear and Pantene shampoo advertisements on online media, offering a new contribution to understanding how hyperbolic language style influences consumers on social media platforms.

Next, Sitompul (2014) identified several aspects of emphasis in advertisements, such as usage benefits, product convenience, material quality, product appeal, indirect comparisons with other brands, user quantity, and time-related benefits. The most dominant use of hyperbolic language in Sitompul's study was in highlighting product quality. Sitompul's research shares similarities with this study in focusing on hyperbole in advertising. However, Sitompul's study examined commercial advertisements on television, while this research focuses on Clear and Pantene shampoos in online media. Additionally, Pratiwi (2015) identified 20 types of commercial advertisements, including 10 food ads and 10 beverage ads, with data collected from various private TV stations. Pratiwi's study also explored language style in advertising but focused on electronic media. In contrast, this study focuses on Clear and Pantene shampoo advertisements in online media, offering a new perspective in the context of social media.

Additionally, (Gusti Mahdiya & Pulungan,

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2023) found that in television advertisements for Milna baby food, prominent hyperbolic language included claims of product benefits and comparisons with other brands. (Bian et al., 2021) demonstrated that hyperbolic language is one of the most dominant styles in William Shakespeare's play "Romeo and Juliet," with eight instances identified. (Hidarto., 2021)examined the role of influencers in building credibility and trust as reliable reviewers through their appearances in images. (Ozilhan & Uysal, 2018) explored customer attitudes towards shampoo advertisements in shopping centers, using SPSS for data analysis. While these studies cover various aspects of language style and advertising in different contexts, this research will specifically focus on hyperbolic language in Clear and Pantene shampoo advertisements on online media, offering a new perspective on understanding the influence of language style on consumer behavior in digital platforms.

In addition to the aforementioned studies, several other studies are also relevant to this topic. Research by (Muta'allim et al., 2020); (Muta'allim et al., 2021); (Hairus Salikin et al., 2021); (Muta'allim et al., 2021); (Muta'alim, 2022); (Muta'allim et al., 2022); (Akhmad Sofyan et al., 2022); (Sofyan, Firmansyah, et al., 2022); (Sofyan, Firmansyah, et al., 2022); (Sofyan, Badrudin, et al., 2022); (Irsyadi et al., 2022); (Yudistira et al., 2022); (Yudistira, R., 2023); (Merizawati et al., 2023); (Suryanti et al., 2023); (Irsyadi, 2023); (Haryono et al., 2023); & (Karuru et al., 2023) highlight the role, use, and function of language in various social, educational, and promotional contexts. These studies provide insight into the impact of language in society, particularly in educational and social activities. Furthermore, research conducted by (Sutanto et al., 2022); (Muta'allim et al., 2022); (Muta'allim et al., 2022); (Ghasi Pathollah et al., 2022); (Kamil et al., 2023); (Julhadi et al., 2023); (Muta'allim et al., 2023); (Dumiyati et al., 2023); (Mahardhani et al., 2023); & (Daulay et al., 2024) focuses on enhancement, strategy, implementation, and development in various fields, including promotion and strategy development. Although these studies have different focuses, they all contribute to understanding how language and communication strategies can affect various aspects of society and industry. This research will fill the gap by specifically examining hyperbolic language style in Clear and Pantene shampoo advertisements on online media, a topic that has not been extensively studied in depth.

Based on the existing literature, no specific research has investigated the role of hyperbolic language style in influencing consumers on social media, particularly in the context of Clear and Pantene shampoo advertisements. Previous studies have examined language style in advertising but often with a broader scope and not specifically focused on social media or particular brands. This research differentiates itself by focusing specifically on hyperbolic language style in Clear and Pantene shampoo advertisements on social media, an area that is relatively new and has not been extensively studied. Therefore, this research makes a significant contribution to filling this knowledge gap. Based on this background, the research problem statement is; How does the role of hyperbolic language style influence consumer perception and decision-making regarding shampoo advertisements on social media?. By answering this question, the research aims to provide new insights into the effectiveness of hyperbolic language style in social media advertising and its impact on consumer behavior.

This research aims to explore how hyperbolic language style affects consumer perception, engagement, and purchasing decisions through the analysis of Clear and Pantene shampoo advertisements on online media. To achieve this, stylistics theory will be applied. Stylistics is a branch of linguistics that studies the use of language in various texts, both literary and non-literary, focusing on style and its aesthetic effects. Stylistic analysis seeks to understand how word choice, sentence structure, use of figurative language, rhythm, and other aspects of language shape meaning, mood, and emotional responses in readers or listeners. As explained by Satoto (1989), stylistics includes language style expressions through elements such as diction, figures of speech, sentence structure, discourse forms, and other rhetorical devices. By applying stylistics theory to social media shampoo advertisements, this research will identify commonly used hyperbolic techniques and evaluate their effectiveness in capturing attention and enhancing consumer engagement. This is expected to provide deeper insights into how hyperbolic language style influences consumer behavior and how marketers can effectively use these techniques in their advertising campaigns.

Short (1984) states that "Stylistics is the study of the relation between linguistic form and literary function." Stylistics is a discipline that

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examines the relationship between language form and literary function, and explains the connection between linguistics and literary criticism. Thus, stylistics is the study of linguistic aspects, particularly those involving language style, diction, figurative language, and other elements. As part of applied linguistics, stylistics focuses on the study of language use. Kridalaksana (1983) describes stylistics as (1) the science that investigates the use of language in literary works and (2) the application of linguistic theory in the study of language style. According to Tarigan (2013), language style is a rhetorical form used in speaking and writing to persuade or influence readers and listeners. One branch of language style is figurative language, which describes an object by comparing it to another object. Figurative language aims to beautify sentences and create positive impressions and effects on the reader, whether in everyday conversation, novels, social media, online media, poetry, short stories, journals, and other contexts.

Keraf (2009) explains that figurative language is a technique of comparing one thing with another to identify similarities between them. This comparison can include two types: direct comparisons and comparisons within figurative language styles. Tarigan (2013) states that stylistic language is a form of language that enhances effect by introducing and comparing a specific object or concept with something more general. Based on these statements, it can be concluded that the primary goal of stylistic language is to influence the audience. However, this article focuses solely on hyperbolic language styles used by producers in online media. The use of hyperbolic language by producers in online media aims to capture consumers' attention in advertisements, such as those for Clear and Pantene shampoos. Tarigan (2013) defines hyperbole as a stylistic language that contains exaggerated statements in terms of quantity, size, or nature, intended to emphasize a statement or situation to intensify its impression and effect. Keraf (2009) also notes that hyperbole is an exaggerated language style, exaggerating something to create a dramatic effect.

II. METHODS

This study is a qualitative descriptive research. The data in this research consists of sentences and signs, with the sources being Clear and Pantene shampoos in online media. The method used for data collection is the free listening method. The researcher collects and observes Clear and Pantene shampoo advertisements in online media. The collected data is then reduced, classified, verified, and tabulated based on its type. The researcher reduces the data by selecting and choosing sentences and signs containing hyperbolic figures from the Clear and Pantene shampoo advertisements in online media. Subsequently, the researcher classifies the data contained in the Clear and Pantene shampoos based on their types. The researcher then verifies the data with language and sign experts, particularly to check data related to hyperbole. Next, the researcher tabulates the data by coding each data point listed in the table. Finally, the researcher interprets the data and provides conclusions based on stylistic theory.

III. RESULT AND DISCUSSION

RESULT

The research results indicate that the use of hyperbolic language significantly enhances the emotional appeal of advertisements, leading to increased consumer interest and interaction. Hyperbole is employed to highlight the advantages of Clear and Pantene shampoos without ridiculing, belittling, or disparaging other shampoo products. The analysis of Clear and Pantene shampoo advertisements reveals that producers select high-profile individuals for their ads to influence consumers. This study emphasizes the importance of stylistic elements in advertising and provides insights into how marketers can strategically use hyperbolic language to optimize their social media campaigns. Here is the table about Clear and Pantene shampoo advertisements.

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Table 1.1: Meaning, Purpose, and Influence of Clear and Pantene Shampoo Advertisements in Online Media

Data Code	Advertisement Type	Utterances	Meaning & Purpose	Influence
(CSA01)		"Clear kondisioner menutrisi kulit kepala untuk rambut tak berketombe 10x lebih kuat"	This advertisement invites consumers to choose Clear Shampoo for maintaining hair health, fragrance, strength, and quality.	Consumers are drawn to choose a shampoo brand due to the influence of celebrities or public figures who also use the product.
(CSA02)		"Clear: sampoo anti ketombe NO.1 di Indonesia. Perlindungan terus-menerus. KETOMBE TIDAK BALIK LAGI"	This advertisement aims to persuade consumers to use Clear Shampoo, which is claimed to maintain hair health and remove impurities	Consumers are confident that Clear Shampoo is the best product because it is used by Cristiano Ronaldo
(PSA01)		All new pantene : the brand 91% Asian women choose in a blind test.	This advertisement portrays Pantene Shampoo as a premium and well-known brand, claiming that 91% of Asian women chose it in a blind test.	Consumers are influenced by the use of hyperbolic language in Pantene Shampoo advertisements. Additionally, they are captivated by the claim that 91% of women chose Pantene Shampoo in a blind test, leading them to believe that Pantene Shampoo is the best product.
(PSA02)		"Perlindungan tak terkalahkan dari rambut rontok dan menghilangkan ketombe". kami setuju!"	The advertisement aims to capture consumer attention by highlighting the superior quality of Pantene Shampoo to motivate them to choose this product.	The portrayal of a woman showcasing her black, strong, beautiful, and dandruff-free hair due to Pantene Shampoo influences consumers to choose this product, in line with the message conveyed by the advertisement.
(PSA03)		"ANGGUN MENGAKUINYA begitu juga berjuta-juta di seluruh Asia. GABUNG DENGAN MEREKA tanda tangani perlindungan tak terkalahkan Pantene"	Pantene Shampoo is a high-quality product that excels at removing dandruff and protecting hair from various weather conditions.	The hyperbolic statements in the advertisement convince consumers to purchase Pantene Shampoo without hesitation. Additionally, the appeal of the ad is further enhanced by the presence of a well-known female figure who also uses the product.

DISCUSSION

Clear Shampoo Advertisement (CSA)

Data CSA01

"Clear kondisioner menutrisi kulit kepala untuk rambut tak berketombe 10x lebih kuat"

Based on the advertisement, the word "Clear" signifies clarity. The ad features a celebrity with black, clean, and strong hair, indirectly encouraging consumers to choose Clear Shampoo to keep their hair healthy, fragrant, strong, and high-quality. Additionally, the statement in the ad, "Clear kondisioner menutrisi kulit kepala untuk rambut tak berketombe 10x lebih kuat" suggests that Clear Shampoo can make hair up to 10 times stronger compared to other products, positioning Clear as a special, top choice, and trustworthy product. The hyperbolic statement in the ad, "Clear kondisioner menutrisi kulit kepala untuk rambut tak berketombe 10x lebih kuat," employs dramatic claims to attract consumer attention. The phrase "10x lebih kuat" is an example of hyperbole that is excessive and not objectively measurable, designed to emphasize the product's advantages in an extreme manner. This claim creates high expectations about the product's effectiveness, influencing purchasing decisions by convincing consumers that it is far more effective compared to other products.

The use of words like "kuat" and the specific figure "10x" intensifies the claim and shapes the perception that the product is a superior solution for dandruff issues. In this way, the ad aims to differentiate the product from competitors and motivate consumers to buy by presenting seemingly substantial benefits. Consumers typically pay attention to the examples and language used in advertisements when selecting products. In this ad, the producer has chosen a well-known and attractive celebrity to showcase the exceptional qualities of her hair. Additionally, the ad includes persuasive language designed to convince consumers. As a result, consumers are likely influenced by the presence of a famous celebrity and the use of hyperbolic language in the Clear Shampoo advertisement. Based on the above discussion, it can be concluded that producers use various strategies to influence consumers, such as selecting prominent figures and enhancing the advertisement's language. The author agrees that Clear Shampoo producers effectively promote their product in multiple ways, without belittling or disparaging other shampoo brands, and allowing consumers the freedom to choose products based on their preferences.

Data CSA02

"Clear: sampoo anti ketombe NO.1 di Indonesia. Perlindungan terus-menerus.

Based on the advertisement, the word "Clear" signifies clarity. The ad features a celebrity with black, clean, and strong hair, indirectly encouraging consumers to choose Clear Shampoo to keep their hair healthy, fragrant, strong, and high-quality. Additionally, the statement in the ad, "Clear kondisioner menutrisi kulit kepala untuk rambut tak berketombe 10x lebih kuat" suggests that Clear Shampoo can make hair up to 10 times stronger compared to other products, positioning Clear as a special, top choice, and trustworthy product. The hyperbolic statement in the ad, "Clear kondisioner menutrisi kulit kepala untuk rambut tak berketombe 10x lebih kuat," employs dramatic claims to attract consumer attention. The phrase "10x lebih kuat" is an example of hyperbole that is excessive and not objectively measurable, designed to emphasize the product's advantages in an extreme manner. This claim creates high expectations about the product's effectiveness, influencing purchasing decisions by convincing consumers that it is far more effective compared to other products.

The use of words like "kuat" and the specific figure "10x" intensifies the claim and shapes the perception that the product is a superior solution for dandruff issues. In this way, the ad aims to differentiate the product from competitors and motivate consumers to buy by presenting seemingly substantial benefits. Consumers typically pay attention to the examples and language used in advertisements when selecting

products. In this ad, the producer has chosen a well-known and attractive celebrity to showcase the exceptional qualities of her hair. Additionally, the ad includes persuasive language designed to convince consumers. As a result, consumers are likely influenced by the presence of a famous celebrity and the use of hyperbolic language in the Clear Shampoo advertisement. Based on the above discussion, it can be concluded that producers use various strategies to influence consumers, such as selecting prominent figures and enhancing the advertisement's language. The author agrees that Clear Shampoo producers effectively promote their product in multiple ways, without belittling or disparaging other shampoo brands, and allowing consumers the freedom to choose products based on their preferences.

Data CSA02

"Clear: sampoo anti ketombe NO.1 di Indonesia. Perlindungan terus-menerus.

KETOMBE TIDAK BALIK LAGI"

The advertisement features the statement, "Sampoo anti ketombe NO.1 di Indonesia. Perlindungan terus-menerus". KETOMBE TIDAK BALIK LAGI", which positions Clear Shampoo as a distinguished, best-selling, and trusted product globally. The claim "Perlindungan terus-menerus" suggests that a single application provides long-lasting effects. In this ad, the producer has selected a renowned, world-class celebrity to endorse Clear Shampoo, implying that the celebrity personally uses this product to maintain the health, strength, cleanliness, and fragrance of her hair. The ad's statement, "Clear: sampoo anti ketombe NO.1 di Indonesia Perlindungan terus-menerus. KETOMBE TIDAK BALIK LAGI" emphasizes that Clear Shampoo is the top choice for keeping hair beautiful, fragrant, and strong while eliminating dandruff permanently.

The hyperbolic statement in the ad, "Clear: sampoo anti ketombe NO.1 di Indonesia Perlindungan terus-menerus. KETOMBE TIDAK BALIK LAGI", uses dramatic claims to capture consumer attention. The phrase "NO.1 di Indonesia" is a form of hyperbole that emphasizes the product's superiority by asserting it is the best in the national market, even if concrete evidence is not provided. The statement "KETOMBE TIDAK BALIK LAGI" represents an unrealistic and idealized result, suggesting that dandruff will never return after using the product. These claims aim to create high expectations and shape the perception that the product is highly effective and superior to its competitors. In this way, the ad not only seeks to differentiate the product but also motivates consumers to buy by offering seemingly extraordinary and permanent benefits.

In this context, consumers often pay attention to the choices made by celebrities. By featuring a high-profile and globally recognized figure, the ad implies that Clear Shampoo is a premium product, perceived as one of the most expensive shampoos both in Indonesia and internationally. Generally, a high price is seen as an indicator of guaranteed quality. Based on the advertisement, the producer selects a prominent figure and employs engaging language to influence consumers' interest in the product. The author agrees with the producer's strategy of featuring a high-profile individual to promote the product, enhancing its perception as both expensive and high-quality. Additionally, the language used in the ad serves to capture consumer attention with claims that Clear is the number one shampoo in Indonesia and capable of permanently eliminating dandruff. The advertisement also refrains from belittling, dismissing, or disparaging other shampoo products.

Pantene Shampoo Advertisement (PSA)

Data PSA01

All new pantene : the brand 91% Asian women choose in a blind test.

In the Pantene Shampoo advertisement, a beautiful woman is shown with her eyes closed while holding her hair. The statement "All new Pantene: the brand 91% Asian women choose in

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a blind test" highlights that Pantene Shampoo is a highly recognized and premium brand, with 91% of Asian women selecting this product in a blind test. The ad implies that Pantene excels compared to other brands based on its high preference in the blind test. While product choices can vary among different brands, this claim aims to significantly emphasize Pantene's superiority. The hyperbolic statement "All new Pantene: the brand 91% of Asian women choose in a blind test" uses a strong claim to capture consumer attention and enhance the product's appeal. The use of the figure "91%" is a form of hyperbole that emphasizes the product's popularity among Asian women, creating the impression that it is highly favored and trusted.

This claim is reinforced by mentioning that the choice was made in a blind test, adding credibility by suggesting that the preference is objective and unbiased. While this number creates an illusion of accuracy and objectivity, the claim aims to shape the perception that the product is a leading choice in the market and has a significant advantage over competitors. In this way, the ad not only differentiates the product from competitors but also motivates consumers to purchase by convincing them that it is a popular and reliable choice. In the Pantene Shampoo advertisement, it is claimed that 91% of Asian women unconsciously chose this product in a blind test, which logically seems improbable. This suggests that the producer may have exaggerated the claim to influence consumers, using striking language and featuring a famous celebrity. The ad aims to emphasize that Pantene Shampoo is a very exceptional product and encourages consumers to choose it. Although the author did not find any language disparaging other shampoo brands in the ad, it was noted that the language used is persuasive and highlights Pantene Shampoo's quality. The author agrees with the producer's approach of using appealing language and imagery to showcase the product's qualities.

Data PSA02

"Perlindungan tak terkalahkan dari rambut rontok dan menghilangkan ketombe". kami setuju!"

The advertisement features four beautiful women showcasing their black, healthy, strong, and shiny hair. Accompanied by the statement "Perlindungan tak terkalahkan dari rambut rontok dan menghilangkan ketombe". kami setuju!", the ad employs persuasive language to convince consumers that Pantene Shampoo is the best choice for maintaining healthy, strong, fragrant, and dandruff-free hair. The producer aims to capture consumer attention by highlighting Pantene Shampoo's quality, displaying women with hair that appears black, strong, beautiful, and free of dandruff after using the product. The hyperbolic statement "Perlindungan tak terkalahkan dari rambut rontok dan menghilangkan ketombe". kami setuju!", uses highly dramatic claims to capture attention and create a positive perception of the product. The phrase "perlindungan tak terkalahkan" is a form of hyperbole that emphasizes exceptionally strong and perfect protection, suggesting that the product offers superior solutions compared to others.

The assertion about dandruff removal also promises highly effective results. Words like "tak terkalahkan" aim to elevate consumer expectations, while the phrase "kami setuju!" adds credibility to the claim by showing external endorsement. Although these claims may not be fully substantiated objectively, the statement is designed to motivate consumers by offering a guarantee of highly satisfying results. Based on the Pantene Shampoo advertisement, it can be concluded that the producer employs various strategies to attract attention and influence consumers to choose the product. This is an effective method for boosting sales. The ad does not use language that insults or belittles other shampoo brands. Instead, the language is persuasive and designed to capture consumer interest. Therefore, the author strongly agrees with the approach used in the Pantene Shampoo ad, as it avoids disparaging other products and does not harm competitors.

Data PSA03

"ANGGUN MENGAKUINYA begitu juga

berjuta-juta di seluruh Asia. GABUNG DENGAN MEREKA tanda tangani perlindungan tak terkalahkan Pantene"

The Pantene Shampoo ad features four beautiful women, including Anggun, the internationally renowned artist from Indonesia, showcasing their black, strong, and shiny hair. The ad includes the claim, "ANGGUN MENGAKUINYA begitu juga berjuta-juta di seluruh Asia", which is an example of hyperbolic language. This claim suggests that Anggun and millions of women throughout Asia have endorsed the quality and effectiveness of Pantene Shampoo in removing dandruff. This hyperbole is intended to dramatically emphasize the product's popularity and quality, creating the impression that Pantene is a highly trusted and widely favored choice.

The statement "GABUNG DENGAN MEREKA tanda tangani perlindungan tak terkalahkan Pantene" is an example of hyperbolic language that suggests consumers are invited to join a large group that has recognized the superior quality of Pantene Shampoo. This claim aims to emphasize that Pantene is a highly trusted and outstanding choice for removing dandruff and protecting hair from various weather challenges. Although the ad uses hyperbolic language to enhance consumer appeal, the author notes that it does not include any language that disparages or belittles other shampoo products. Therefore, the author agrees with the ad's approach, as it does not harm other products and solely uses stylistic language to capture consumer attention.

The hyperbolic statement, "ANGGUN MENGAKUINYA, begitu juga berjuta-juta di seluruh Asia. GABUNG DENGAN MEREKA, tanda tangani perlindungan tak terkalahkan Pantene," employs dramatic claims to attract attention and create a positive perception of the product. By mentioning Anggun, a well-known celebrity, the ad enhances the product's credibility and draws consumer interest. The phrase "begitu juga berjuta-juta di seluruh Asia" creates the impression that the product is highly popular and widely accepted, emphasizing its broad recognition. The claim of "perlindungan tak terkalahkan" dramatically underscores the product's effectiveness, providing assurance that it is a superior and unmatched solution. The call to "GABUNG DENGAN MEREKA" encourages consumers to feel part of a large community that has chosen the product. By combining celebrity endorsement, claims of widespread popularity, and strong protection guarantees, the ad is designed to motivate consumers to purchase by presenting compelling and convincing advantages.

This research offers significant implications and contributions in both academic and practical dimensions. From a marketing strategy perspective, the study provides valuable insights into how hyperbolic language in advertisements can be effectively used to capture attention and influence consumer behavior. Understanding the dramatic and emotional effects of this language style allows marketers to design more persuasive and emotionally engaging campaigns. Additionally, the findings of this research have implications for developing more effective social media content. Marketers can leverage hyperbolic language to create content that stands out amidst the dense flow of information on social media platforms, thus enhancing consumer engagement and appeal. The research also aids companies in understanding how hyperbolic language impacts consumer perception and trust, enabling better management of consumer expectations. By using hyperbolic language ethically and appropriately, companies can boost loyalty and trust towards their products or brands. Overall, this research provides practical guidance for marketers in strategically utilizing hyperbolic language and offers theoretical contributions in understanding its impact on consumer behavior and brand perception.

This research also provides important ethical guidelines for marketers using hyperbolic language. By adhering to ethical boundaries, marketers can avoid exaggerated claims that might damage brand reputation and diminish consumer trust. Theoretically, the study enriches academic literature in the fields of advertising and marketing communication by offering new insights into the use of hyperbolic language in ads. It opens opportunities for further research on linguistic effects in marketing communication. Additionally, the study contributes methodologically by employing stylistic and content analysis approaches, and involving surveys and interviews with consumers. This methodology can serve as a reference for other researchers interested in exploring the use of language styles in advertisements and their impact on consumer behavior. From a practical perspective, the findings provide guidance for the advertising and marketing industry in designing more effective and efficient advertising strategies. The research also helps enhance the professional competence of advertising and

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marketing practitioners. Overall, the study offers a deeper understanding of the role of hyperbolic language in social media advertising and provides practical implications for more effective, ethical, and innovative marketing strategies. Thus, the research is beneficial not only for academics and advertising professionals but also for companies striving to remain competitive in an ever-evolving market.

IV. CONCLUSION

Online media is a key communication tool used by producers to convey messages to consumers, as evidenced by the shampoo advertisements for Clear and Pantene. These ads are designed to influence readers through the use of hyperbolic figurative language. This research aims to explore how hyperbolic language styles affect consumer perceptions, engagement, and purchase decisions. By analyzing the online ads for Clear and Pantene, the study identifies commonly used hyperbolic techniques and assesses their effectiveness in capturing attention and increasing consumer engagement. The findings indicate that hyperbolic language significantly enhances the emotional appeal of the ads, leading to greater consumer interest and interaction. Furthermore, hyperbolic language is employed to highlight the advantages of Clear and Pantene shampoos without disparaging or belittling other shampoo products. The study also finds that the producers select high-profile individuals for their advertisements, which enhances the ads' appeal. This research underscores the importance of stylistic elements in advertising and provides insights into how marketers can strategically use hyperbolic language to optimize their social media campaigns. To broaden the understanding of the role of hyperbolic language in influencing consumers on social media, several recommendations for future research can be considered. First, future studies could explore how hyperbolic language affects consumers in other product categories, such as cosmetics, clothing, or electronics. This would help determine whether the effects observed in shampoo ads are applicable to other products generally. Additionally, comparative studies involving different cultures could provide insights into how cultural backgrounds influence consumer responses to hyperbolic language, offering guidance for marketers in tailoring their advertising strategies in international markets.

Longitudinal research could be conducted to evaluate the long-term impact of hyperbolic advertising on brand loyalty and consumer trust, helping to understand the enduring effects of hyperbolic claims in ads. Additionally, studies comparing the effectiveness of hyperbolic language across different social media platforms, such as Instagram, Facebook, Twitter, and TikTok, could assist marketers in selecting the most effective platforms for their campaigns. Employing neuromarketing techniques, such as fMRI or EEG, to understand consumers' brain responses to hyperbolic ads could provide deeper insights into the cognitive and emotional processes involved. Further research could explore how the combination of hyperbolic language and visual elements, such as images and videos, influences consumer perception and purchase decisions. This would aid in designing more effective overall advertisements. The ethical aspects of using hyperbolic language in ads, and its impact on consumer perceptions of brand honesty and transparency, are also crucial to consider. This ensures that advertising strategies are not only effective but also responsible. Future studies could focus on how responses to hyperbolic language vary across different market segments, such as by age, gender, or socio-economic status, helping marketers target audiences more precisely. Research into the effects of ad frequency on consumer responses could provide insights into optimal ad scheduling strategies to enhance effectiveness without causing ad fatigue. Finally, examining how influencer endorsement of hyperbolic messages affects consumer perception and trust could be valuable, given the significant role influencers play in social media marketing today. By exploring these various aspects, future research aims to provide a more comprehensive and in-depth understanding of the role of hyperbolic language in social media advertising and assist in developing more effective and ethical marketing strategies.

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