

## The Use of Hyperbole in Dove Shampoo Advertisement on Youtube

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### Abstract:

This research uses qualitative descriptive analysis and Norman Fairclough's three-dimensional theory to explore the use of hyperbole in Dove Shampoo advertisements on YouTube. It identifies exaggerated claims like "profoundly repairs hair bonds" and "repairs up to 100% of hair damage," which reveal how hyperbole serves as a marketing tool to craft persuasive and memorable messages. The study highlights the ethical considerations surrounding such advertising practices, urging consumers to be aware of overstated claims and calling on marketers to adopt more responsible messaging approaches. The research deepens the understanding of linguistic strategies in advertising, particularly the role of hyperbole as a rhetorical device to shape consumer perceptions. Examples from other studies, such as "Hyperbole in Television Advertisements" by (Maya et al., 2004), show that hyperbole can be categorized into visual and verbal forms. Additionally, the (Aljadaan, 2018) work, "Understanding Hyperbole," highlights how hyperbole differentiates literal from intended meanings more clearly than metaphors or irony. The findings underline these hyperboles' significance for consumers and marketers, advocating for more ethical and transparent communication in marketing practices.

**Keyword:** Hyperbole; advertisement; YouTube

### Abstrak:

Penelitian ini menggunakan analisis deskriptif kualitatif dan teori tiga dimensi Norman Fairclough untuk mengeksplorasi penggunaan hiperbola dalam iklan sampo Dove di YouTube. Penelitian ini mengidentifikasi klaim yang berlebihan seperti "memperbaiki ikatan rambut secara mendalam" dan "memperbaiki hingga 100% kerusakan rambut", yang mengungkapkan bagaimana hiperbola berfungsi sebagai alat pemasaran untuk membuat pesan yang persuasif dan mudah diingat. Penelitian ini menyoroti pertimbangan etis seputar praktik periklanan semacam itu, mendesak konsumen untuk mewaspadaai klaim yang dilebih-lebihkan dan menyerukan kepada para pemasar untuk mengadopsi pendekatan pesan yang lebih bertanggung jawab. Penelitian ini memperdalam pemahaman tentang strategi linguistik dalam periklanan, khususnya peran hiperbola sebagai perangkat retorika untuk membentuk persepsi konsumen. Contoh dari penelitian lain, seperti "Hiperbola dalam Iklan Televisi" oleh (Maya et al., 2004), menunjukkan bahwa hiperbola dapat dikategorikan ke dalam bentuk visual dan verbal. Selain itu, karya (Aljadaan, 2018), "Memahami Hiperbola," menyoroti bagaimana hiperbola membedakan makna harfiah dan makna yang dimaksudkan dengan lebih jelas daripada metafora atau ironi. Temuan ini menggarisbawahi pentingnya hiperbola ini bagi konsumen dan pemasar, mengadvokasi komunikasi yang lebih etis dan transparan dalam praktik pemasaran.

**Kata kunci:** Hiperbola; iklan; YouTube

## INTRODUCTION

Advertisements are a highly effective communication tool, widely recognized, and play a crucial role in marketing, aiding in the promotion and sale of products, services, ideas, and images, among other things (Kazmi & Batra, 2009). Advertisements also do not spare the mass media. Mass media is an intermediary or forum that can be used to promote something. Thompson (2018) said that social media also makes it easier for the general population to participate in and engage in the political process. Even in politics, people can give their voices through social media, it could be said that social media has a significant role in spreading or reporting something to all social media users without meeting face to face, media as a category has in the past often only been visible as an analytical object when one moves away from a co-present situation, and thus when media's materiality helps distinguish it from language (Gershon & Manning, 2014). Apart from that, advertisement is also spiced up with a fantastic form of promotional presentation or using a tone that we can see can create curiosity about what is being promoted or displayed. Hyperbole is frequently used in advertising to capture attention and create memorable messages.

Like advertising in Indonesia, there was an advertisement that frequently appeared on television several years ago, we can call it "Kiko". Kiko is a flavored drink in stick form (Ice Stick) which has a variety of fruit flavors. Made with a blend of fruit flavors that provide freshness and real sugar without artificial sweeteners. Even in Kiko's advertisement, some words can make us curious about how good Kiko is, because in the video several scenes suggest that Kiko can quench extreme thirst. This is related to the statement (Barbu-Kleitsch, 2015), in his statement, he said "One type of visual device that has been somehow neglected, yet enjoys wide popularity in today's ads, is hyperbole". Hyperbole is a kind of figurative language where the speaker says something while meaning another thing (Camp, 2005). Other meanings in this hyperbole have meanings that sometimes we know are not in accordance with what we imagine, for example, we imagine that in a conversation someone says that he saw a tall building, but he verbally reveals that the building is very tall, like "wow the building is very tall like a towering mountain". In the discussion in this shampoo advertisement, there are also signs or what we can see in the advertisement are several actors who have straight or curly hair in different styles. We can say that the discussion can be included in the discussion of



semiotics. It can be defined simply as the instinct of all living things to produce and understand signs (Nöth, 1996) and semiotics can usually be a benchmark for research, one of which is the analysis of signs in a video, especially advertising videos. Why semiotics is so used in discussions related to analyzing an advertising video because semiotics studies the systems, rules, and conventions that allow these signs to have meaning (Heriwati, 2018).

Hyperbole is frequently used across various advertising platforms, including print ads, radio promotions, TV commercials, and marketing websites (Maya et al., 2004). In this case, hyperbole indicates the use of an exaggerated meaning in the dove shampoo advertisement. Dove shampoo is a personal care brand known for its gentle formulations designed to provide softness and hair care. Dove has a slogan that says "Dove Real Beauty", in the realm of hyperbole, the motto "Dove is Really Beautiful" can be interpreted as an exaggerated statement that strengthens or glorifies the concept of real or natural beauty. The hyperbole used here is to emphasize that the concept of beauty promoted by Dove is not conventional beauty shaped by narrow beauty norms, but rather a form of beauty that is authentic, realistic, and inclusive of various diversity. While hyperbole has received less empirical attention compared to metaphor and irony, various scholars have concerned themselves with identifying hyperbole (Burgers et al., 2016). It is first important to note that consumer behavior research in the Internet context shows a steady stream of increased activity over the past 20 years (Cummins et al., 2014).

Previous studies conducted by research Mastura Sofyan, Zulfadli A. Aziz, and Bukhari Daud entitled "Using Figurative Language in Cosmetic Advertisement on Indonesian Television" found that five advertisements use repetitive expressions, two advertisements use metaphorical expressions, two slogan advertisements use simile expressions, and one advertisement finds parallelism in ads. Other previous research by Silvia Eka Damayanti entitled "A Stylistic Analysis of Figurative Language in Marie Claire Magazine's Beauty Product Advertisements" found that there are 5 types of figurative language found in Marie Claire Magazine Beauty Product Advertisements, namely Simile, Metaphor, Synecdoche, Personification, and Hyperbole.

In conclusion, previous research has found an average use of figurative words in cosmetic advertising. So the researcher aims to analyze how hyperbole is used in a Dove shampoo advertisement and what meaning is contained in the use of hyperbole in the ad



so that readers know the meaning of the words used in the shampoo advertisement, and also, trying to invite and educate the public not to be easily influenced by an ad promoting a product where there are words that can make us curious about the product, even though it is not necessarily good between the contents of a product and its promotional words.

## LITERATURE REVIEW

### Hyperbole

Hyperbole, a rhetorical tactic characterized by its tendency to exaggerate and claim, emerges as an interesting thread in the structure of linguistic style. This linguistic phenomenon, which is not intended to be taken literally, appears as a flexible communication tool, serving a variety of purposes by adding layers of meaning, emphasis, humor, or dramatic impact to statements. This exaggerated style of language functions as a linguistic enhancer, allowing communicators to amplify their words for audibility and emotional resonance. Hyperbole has a unique tone (Carston & Wearing, 2015), hyperbolic tone is characterized by strong accents and the stretching of stressed syllables. Hyperbole is a dynamic and interesting characteristic of communication that attracts attention and remains memorable, whether used to emphasize a point, add humor to discourse, or build a lively and dramatic story. Despite the fact that hyperbole should be examined separately from related tropes such as metaphor and irony, interpretations of isolated examples of hyperbolic utterances extracted from their contexts are also problematic (Harman & Strine, 2023). In the realm of emphasis, hyperbole functions as a strategic device to underscore the significance of a statement. For instance, expressions such as "I've told you a million times" transcend mere numerical accuracy, imbuing the message with a heightened sense of urgency and frustration that might elude a more literal statement. Humour finds a welcome ally in hyperbole, with this exaggerated language style crafting situations or descriptions intentionally designed to be overblown for comedic effect. Phrases like "I'm so hungry I could eat a horse" elevate a commonplace sentiment to a humorous exaggeration, engaging the audience through the unexpectedness and playfulness of the statement.

### Fairclough's Three Dimensional Theory

Critical Discourse Analysis (CDA) provides a theoretical basis for studying language use in social contexts, especially in the realms of power, ideology, and discourse.

Developed by scholars such as Fairclough and Van Dijk, CDA allows for a nuanced exploration of how language contributes to the construction and spread of ideology within a particular discourse. In the Dove Shampoo advertisement context, CDA offers a lens for analyzing hyperbolic elements, revealing the underlying power structures and social norms embedded in the discourse. Critical analysis aims to produce interpretations and explanations of areas of social life that identify the causes of social wrongs and create knowledge that could (in the right conditions) contribute to righting or mitigating them (Fairclough, 2013). More than in much other critical work on the media, he also focuses on the linguistic “tools” for such a critical study, such as the analysis of transitivity in syntax, lexical structure, modality, and speech acts (Schiffrin et al., 2007). Analysis involves the detailed moment-by-moment explication of how participants produce and interpret texts, which conversation analysis and pragmatics excel at, and analysis which focuses on the relationship of the discursive event to the order of discourse. The theory that will be used between three dimensions by Fairclough is textual analysis.

### **Figurative Language**

The study of figurative language plays an essential role in understanding how language creates depth and meaning beyond its literal sense, serving a broad spectrum of applications in journalism, music, and literature. Rohani, Arsyad, and Diani’s research on \*The Jakarta Post\* delve into the use of figurative expressions in the feature section of the newspaper, revealing how similes and conceptual meanings are particularly effective in enhancing reader accessibility. By applying these devices, the news articles present complex or culturally specific ideas more relatably, making such authentic media content useful for language education, especially for non-native English speakers who benefit from these mental frameworks to aid comprehension (Rohani et al., 2017). In a similar exploration of figurative language but within the realm of music, Melly’s study focuses on the lyrics of Ava Max’s songs, identifying hyperbole, simile, and metaphor as prominent devices. Hyperbole, used to intensify emotional impact, and simile, which fosters imaginative engagement, both enhance the expressive capacity of the lyrics, allowing listeners to form vivid mental images and connect on an emotional level. This approach underscores the function of figurative language in music as not only an aesthetic tool but also as a powerful means of deepening the listener’s connection to the song’s themes and emotions (Melly, 2022).

Furthermore, Kosimov's research on figurative language in English literature expands on the psychological and cognitive dimensions of these devices, distinguishing metaphors and similes as crucial tools that facilitate conceptual understanding by linking abstract ideas with familiar images. Kosimov (2022) emphasizes that metaphors and similes help readers internalize complex or abstract concepts through relatable comparisons, enhancing both memorability and comprehension. This study extends beyond literature, noting that the mental imagery fostered by figurative language has a practical application in everyday communication and cognition, where it often simplifies complex ideas and reinforces memory through emotional resonance. Collectively, these studies reveal that figurative language is a versatile, dynamic tool that spans multiple contexts to improve understanding, engage emotions, and create memorable experiences. Whether applied in journalism, music, or literature, figurative language strengthens the communicative bridge between complex ideas and audience comprehension, affirming its essential role in various forms of media and its utility in both educational and expressive communication.

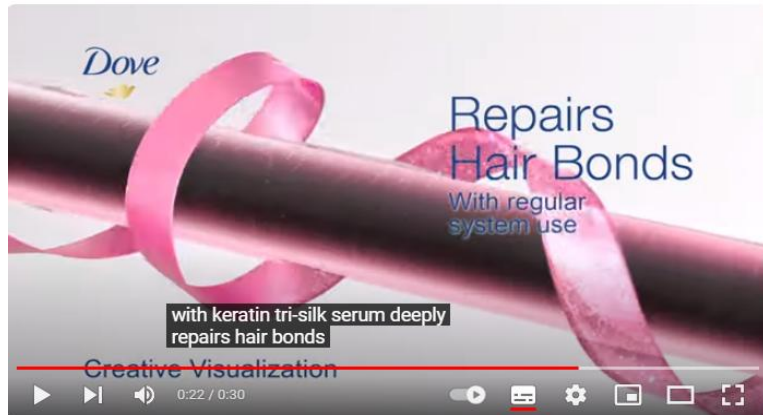
## RESEARCH METHODS

In this research, the researcher used a descriptive qualitative analysis approach. Researchers used the YouTube platform to find out the hyperbole sentences used through the transcripts available on YouTube. The researcher used textual analysis based on one of Norman Fairclough's three-dimensional theories. In this research, the researcher used a descriptive qualitative analysis approach. Researchers used the YouTube platform to find out the hyperbole sentences used through the transcripts available on YouTube. The researcher used textual analysis based on one of Norman Fairclough's three-dimensional theories. As is the limitation of this research, the researcher focuses on the use of hyperbole in the advertisement and how social media users respond to the existing discourse and how a discourse can change a group's perspective towards the advertisement on YouTube.

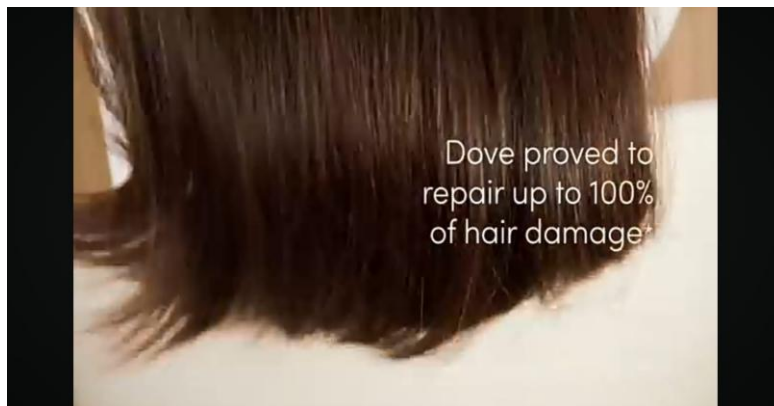
## FINDINGS AND DISCUSSION

### Findings

1.



2.



3.



4.



## Discussion

### Data 1

In the first data there is a sentence that reads “*with keratin tri-silk serum deeply repairs hair bonds*” have a meaning of hyperbole, the phrase “with tri-silk keratin serum deeply repairs hair bonds” contains exaggeration in the use of the phrase “deep repair.” Hyperbole is a form of speech that includes exaggerated assertions or statements that are not intended to be taken literally. In this context, the hype suggests that Tri-Silk Keratin Serum has a particularly strong or profound effect in restoring hair bonds. The use of "deep" implies a strong level of repair, emphasizing the product's effectiveness in a way that may be exaggerated for marketing purposes. The aim is to highlight the benefits of the product and create a strong and positive impression of its ability to restore and improve the condition of hair bonds.<sup>1</sup>

### Data 2

The statement "Dove proved to repair up to 100% of hair damage" contains an exaggeration that it repairs 100% of hair damage. Exaggeration is an exaggeration of emphasis or effect, in this case an almost miraculous level of effectiveness in repairing hair damage. Hair damage comes in many forms, and 100% repair of all types of damage is a

<sup>1</sup> <https://youtu.be/RnKuRMjfnEw?si=bBVkwPgRzd6vk8wz>

<sup>2</sup> <https://youtu.be/mKzqaSqNHJ8?si=Z8zSmXv6DMwL7gCR>

<sup>3</sup> [https://youtu.be/cq\\_z\\_q6Eto0?si=MGBul7b\\_jsXnBmMy](https://youtu.be/cq_z_q6Eto0?si=MGBul7b_jsXnBmMy)

<sup>4</sup> [https://youtu.be/2qzkp2V-F\\_E?si=NwiTmf3aToe3vcPA](https://youtu.be/2qzkp2V-F_E?si=NwiTmf3aToe3vcPA)

very ambitious and unlikely claim. In fact, different hair types and levels of damage respond differently to products. Hyperbole is used to make a product look particularly effective and grab the consumer's attention. However, it should be interpreted with some scepticism, as it is often difficult to completely and universally repair all hair damage. It is a common marketing strategy to exaggerate and highlight the benefits of a product in order to emphasize its effectiveness.

### Data 3

The sentence "Neutrals instantly absorb to nourish dry hair deep down smoothing away up to 100%" contains overstatement through the claim of accomplishing a 100% smoothing impact on dry hair. Overstatement includes embellishment for accentuation or impact, and in this setting, it recommends an exceptionally tall level of viability in smoothing dry hair. The term "up to 100%" infers a most extreme or total result, proposing that the item can dispose of all dryness and make impeccably smooth hair. In reality, accomplishing 100% smoothness for all people and hair sorts may be challenging, as the adequacy of hair care items can shift. The overstatement is utilized the product's benefits and make a solid, positive impression approximately its capacity to feed and smooth dry hair. It's a common marketing strategy to form the item sound more engaging and impactful, but customers ought to approach such claims with a degree of caution and consider person varieties in comes about.

### Data 4

The exaggeration in the statement "damage from the 1st wash" lies in the claim that the product can repair hair damage from the first use. Exaggerate means to exaggerate an emphasis or effect, and in this context, it is suggested that this product is so powerful that it can instantly and completely repair hair damage even from the first use. Repairing damaged hair usually requires continuous and long-term use of certain products, and the level of repair depends on the degree and type of damage. Certain ingredients in hair care products can help improve hair health over time, but the idea that damage can be completely repaired with just one wash is overstated for marketing purposes. There is a possibility that Consumers should approach such claims with a degree of skepticism and should keep in mind that significant repairs often require longer and more consistent use.

## CONCLUSION(S)

Hyperbole in Dove shampoo advertisements on YouTube plays a significant role in capturing consumer attention and enhancing product appeal through exaggerated claims like "repairs up to 100% of hair damage." While effective in creating memorable messages, these claims raise ethical concerns as they can create unrealistic expectations. The study suggests that although hyperbole is a powerful marketing tool, it can mislead consumers if not balanced with transparency. Marketers should adopt more responsible advertising strategies, and consumers are encouraged to approach such exaggerated claims with caution to avoid deception.

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