

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

This study aims to identify the types of figurative language styles used in technology company advertisements in 2025, as well as to determine the types of figurative language styles most frequently used, based on Perrine, Arp, & Johnson, (2017) classification. This study focuses on the use of figurative language in the advertising copywriting of five global technology companies listed in Forbes' Top Tech Companies 2025 list, namely: Apple, Microsoft, Nvidia, Alphabet (Google), and Amazon. Data were collected from official advertisements published on the company's website and social media. A total of 84 data containing figurative language were analyzed in this study.

Of the ten types of figurative language according to Perrine's theory, eight types were found in the advertising data of the tech companies, namely: Metaphor, Hyperbole, Personification, Symbol, Paradox, Apostrophe, Metonymy, and Synecdoche. The other two types, namely Simile and Understatement, were not found in the analyzed data. The most frequently used type of figurative language is Metaphor, Metaphor appears in 37 data or 46.25% of the total data is the use of Metaphor. Furthermore, Hyperbole appears in 19 data (23.75%), and Personification in 17 data (21.25%). Meanwhile, other types of figurative language such as Symbol were found in 3 data (3.75%), Paradox in 1 data (1.25%), and Apostrophe, Metonymy, and Synecdoche were each found in 1 data (1.25%). Meanwhile, Simile and Understatement were not found in the analyzed data, indicating that these types of language styles were not used in the technology advertisements studied in 2025.

The analysis shows that the most dominant function of figurative language in technology company advertisements is building emotional connections (37 cases; 46.25%), aligning with Aristotle's pathos and Cialdini's persuasion theory. This is achieved through personification, emotional metaphors, and hyperbole, portraying products as part of the user's life and identity. The second most common function is shaping brand image (17 cases; 21.25%), consistent with Keller's (2003) concept,

using creative metaphors to convey brand values and uniqueness. Simplifying technical concepts ranks third (14 cases; 17.50%), supported by Forceville (2008), making complex tech more understandable. Both strengthening persuasive power and attracting attention appear 5 times (6.25%), following Aristotle's ethos–pathos–logos and McQuarrie & Mick's (1996) ideas. Lastly, enhancing memorability occurs twice (2.50%), as per Leech (1969), helping ads remain in consumers' minds despite its low frequency.

Metaphors are used primarily to simplify complex technological concepts to make them more understandable and closer to the audience's everyday life. For example, AI chips are referred to as “the brain of the future” and software as a “personal companion.” Hyperbole is used to enhance the dramatic impact of a product's superiority, as in the phrases “a workspace with unlimited space” or “the best version ever.” Personification gives technology human qualities, making the product more alive, friendly, and building emotional closeness with users.

Analysis of 80 data shows that figurative language plays a significant role in the advertising strategies of technology companies. Metaphors help convey abstract concepts visually and imaginatively, hyperbole enhances emotional appeal, and personification creates a psychological connection between the product and the consumer. These rhetorical techniques not only beautify the language of the advertisement, but also strengthen the brand image, clarify the message, and create a deep emotional impression in the minds of the audience.

5.2 Suggestion

This research has the potential to be further developed, especially in the context of the growing technology industry. Future researchers can explore how the use of different types of figurative language affects consumer perception, emotional engagement, and decision-making in a broader context. Comparative research can also be conducted to examine differences in perception of figurative language styles based on cultural background or audience demographics. In addition, it is recommended that future research analyze multimodal advertisements, such as video, audio, and interactive advertisements, to understand how figurative language works in more dynamic media. Quantitative research involving consumer feedback

can also provide additional insights into the effectiveness of each type of figurative language in building brand recall and customer loyalty.

In practical terms, the results of this study can be a reference for marketing practitioners, copywriters, and creative teams in composing more creative, emotional, and easily accepted advertising messages. Amidst the rapid development of technology and the complexity of information, figurative language style can be a bridge between technical innovation and communication that touches the human side of consumers—changing data and features into narratives that leave a mark on the minds and hearts of the audience.