CHAPTER I

INTRODUCTION

1.1 Background

Technological development has progressed very rapidly in recent decades, and this trend continues to this day. Innovation in technology is not only limited to the creation of hardware such as computers, smartphones, and other smart devices, but also includes software development, artificial intelligence (AI), the Internet of Things (IoT), big data, cloud computing, and other communication and information technologies. Brynjolfsson and McAfee (2014, p. 23) emphasize that digital technology has changed the way humans work, learn, and interact, making it an integral part of contemporary human life. Its enormous role encourages various parties, including business actors and companies, to continue to adapt and utilize technology as a means to reach their audiences more effectively.

Technology companies are known to have complex products and services because they tend to use technical terms and complex concepts in explaining their product specifications. This complexity creates a distance between the product and the general consumer, especially consumers who do not have an understanding of the languages usually used in technology. Therefore, the role of advertising is crucial in simplifying the delivery of technology product specifications so that the message conveyed can be better understood by the general public. As stated by Kotler and Keller (2016, p.58), marketing communication strategies must be able to convey relevant messages in a simple and persuasive way. In this context,McQuarrie and Mick (1996, pp.424–438) added that figurative language style in advertising plays an important role in making complex products easier to digest and attractive to consumers.

The use of figurative language in copywriting has a significant effect in increasing the effectiveness of marketing communications, especially in building emotional connections with consumers. Styles of language such as metaphors, similes, and personifications are able to create imaginative associations that make advertising messages more interesting and memorable in the minds of the audience. According to McQuarrie and Mick (1996, pp. 424–438), figurative language

stimulates cognitive elaboration and encourages consumers to be more involved in interpreting messages, thereby increasing understanding and retention of information. In addition, figurative language also helps simplify complex technical concepts—an important requirement in advertising technology products—by linking them to experiences or objects that are more familiar to the audience (Forceville, 2008, pp. 272–310). This, figurative language not only beautifies advertisements, but also strengthens the persuasive power and effectiveness of the message as a whole.

The world's leading technology companies have implemented the use of figurative language in their various advertising campaigns as an effective and creative communication strategy. According to the Forbes Global 2000: The World's Largest Tech Companies 2025 list, the top five technology companies dominating the world are Apple, Microsoft, Nvdia, Alphabet and Amazon Forbes, 2025). These companies use figurative language such as metaphors, personification, and hyperbole to simplify complex technological concepts and create stronger emotional connections with consumers. For example, Alphabet describes Google Assistant as "a digital friend who is always ready to help," Meta calls the metaverse "a new world without borders," and Nvidia likens the performance of its AI chip to "the brain of the future." The use of figurative language like this not only explains the benefits of the product in a more engaging and understandable way, but also strengthens the brand identity and forms a more compelling narrative in the minds of the audience.

The companies selected for this study—Apple, Microsoft, Nvdia, Alphabet and Amazon—were chosen based on the Forbes 2025 list of top global technology companies. Forbes is considered a credible source due to its rigorous ranking methodology, which includes objective indicators such as market capitalization, revenue, net profit, and total assets. These metrics reflect both the financial performance and the global influence of the companies, making them representative examples for analyzing advertising trends in the tech industry.

Based on this background, the author feels it is important to study more deeply the use of figurative language in technology company advertising

copywriting. This study is limited to the period 2025 to adjust to contemporary trends in digital copywriting, as well as advertisements used using advertisements from the Apple, Microsoft, Nvdia, Alphabet and Amazon company websites with a United States (US) website subdirectory. This study aims to identify various forms of figurative language used in technology product advertisements, understand the communicative function of its use, and assess the extent to which the language can build emotional connections with the audience. Thus, the results of this study are expected to provide useful insights for technology companies in formulating more effective marketing communication strategies, especially in terms of the use of figurative language.

This study entitled "The Use of Figurative Language in Copywriting of Technology Companies" was compiled to fill the gap in existing studies, especially in the context of analyzing the use of figurative language in today's technology company advertisements. Although there have been many studies discussing figurative language in consumer product advertisements such as food, beverages, and fashion, there are still very few studies that specifically examine how this language style is used in the copywriting of global technology companies such as Apple, Microsoft, Nvdia, Alphabet and Amazon especially in 2025. Most previous studies have focused more on the visual or design aspects of technology advertisements, rather than on the power of language and rhetoric used in their advertising texts. Therefore, this study aims to provide practical insights to technology companies in designing more effective, attractive, and appealing copywriting strategies in the eyes of consumers. It is hoped that the findings of this study can help companies improve the effectiveness of their advertisements and strengthen the emotional connection between brands and consumers.

1.2 Research Question

To guide the focus of this study, the following research questions are proposed to explore the use of figurative language in the advertising of technology companies in 2025:

1. What types of figurative language are most frequently used in copywriting of technology companies in 2025?

2. What is the most frequently used function of figurative language in supporting message delivery in the copywriting of technology companies in 2025?

1.3 Objective of study

Corresponding to the research questions above, the objectives of this study are defined as follows. The study aims to uncover and understand the following of figurative language:

1. To identify the types of figurative language used in the advertisements of technology companies in 2025.

2. To determine the most frequently used function of figurative language in the advertisements of technology companies in 2025.

1.4 Significance of study

The practical significance for this research is expected to provide information that can be used by the Applied Foreign Language Study program to improve the quality of Applied Foreign Language studies, and the theoretical significance of this research can be used as a basis for further research and new theories for similar research.

1.5 Output

The expected outcome of this research is a peer-reviewed journal article that examine the use of figurative language in technology company at the international academic collaboration which published on Santhet:Jurnal Sejarah, Pendidikan dan Humaniora E-ISSN:2541-6130 P-ISSN: 2541-2523 and will be appearing in volume 9, Issues 4 with Sinta 4 index. The article will offer empirical insights and theoretical reflections that are relevant to both researchers and practioners working in technology and marketing settings.