

CHAPTER II

LITERATURE REVIEW

2.1 Definition and Function of Copywriting

Copywriting is a form of writing that aims to persuade readers or audiences to take a specific action, such as buying a product, using a service, or building a relationship with a brand. In the context of advertising, copywriting refers to the process of creating compelling and strategic text—known as “copy” or advertising copy—that is used in a variety of media, including print, digital, radio/television broadcasts, and social media.

According to Arens and Weigold (2021), copywriting in advertising is "the process of writing words that promote a person, business, opinion, or idea. These words, known as 'copy,' are written content that aims to increase brand awareness and ultimately persuade a person or group of people to take a specific action." This definition emphasizes that copywriting is not just about writing sentences that are easy to read, but also about achieving communication and marketing goals. In the world of advertising, copywriting has a very important role because it carries out several main functions According to Arens and Weigold (2021), including:

1. Draw attention

The first function of advertising is to attract the attention of the audience. A well-written headline or opening sentence in an ad copy serves as a "hook" that can make the reader interested in continuing to read the contents of the ad. This is very crucial, especially in the digital era that is full of distractions.

2. Building Interest and Desire

Once attention is gained, effective copywriting must be able to build interest and create desire for the product or service being offered. Using emotional, descriptive, and relatable words can help strengthen the relationship between the brand and the consumer

3. Call to Action

One of the main functions of copywriting is to encourage the audience to take a certain action, such as buying a product, visiting a website, or signing up

for a service. Call-to-action sentences are usually designed to be clear, firm, and convincing so that readers do not hesitate to take the next step.

4. Building Brand Identity

Through consistent language style, tone of voice, and messaging, copywriting can help shape a brand's image and personality in the eyes of consumers. In the long run, this strengthens consumer loyalty and differentiates a brand from its competitors.

2.2 Definition and Function of Figurative Language

Figurative language is the use of language that deviates from the literal meaning to create a rhetorical effect or convey a deeper, specific meaning. This use of figurative language is found in various forms of literature, including short stories, poems, and songs, where it serves to enrich the text and increase the emotional and intellectual appeal of the reader or listener. The main purpose of figurative language is to provide additional depth and meaning to a literary work, encouraging the reader or listener to imagine, reflect on, and interpret the message intended by the author or songwriter (Nuraeni et al., 2020).

In a literary context, figurative language is often used in works such as poetry, short stories, and novels, allowing writers to convey their ideas in a more creative and expressive way. Through the use of figurative language, writers can convey more complex and profound feelings, moods, or concepts without having to rely on simple and direct explanations. In this way, figurative language gives readers the space focusing on their imagination, inviting them to express and understand the deeper meaning hidden behind the words used (Allo, 2022). In this study, several language styles were found such as personification, antithesis, metaphor, hyperbole, simile, anaphora, assonance, allegory, and euphemism used by the writers to enrich the message they want to convey.

Through the use of various forms of figurative language, writers can create a stronger and deeper image in the mind of the reader. Figurative language not only serves to beautify language, but also to express emotional or intellectual complexities that may be difficult to express with simpler or more literal language. For example, in the use of metaphor or personification, an inanimate object or

concept can be given human qualities to clarify or strengthen the message being conveyed. Hyperbole, on the other hand, is used to exaggerate a situation or condition in order to emphasize a certain feeling or state that is being described.

Chomsky (2000) emphasized that the use of figurative language plays a crucial role in expanding the boundaries of thought and communication. According to him, figurative language allows individuals to express ideas more freely, beyond the constraints of literal language, thus enabling richer, more creative, and personal expressions. It serves as a medium to convey complex, abstract, and imaginative concepts that may not be easily communicated through literal means. (Black, 1962, p. 28) supported this view by asserting that figurative language enhances the appeal of a message. Through his interaction theory of metaphor, Black argued that figurative expressions not only beautify language but also generate cognitive and emotional effects that encourage audiences to engage more deeply with the content of the communication. Figurative language, in his perspective, provides new insights and strengthens the resonance of meaning, making the message more effective and impactful.

In the context of the Indonesian language, Keraf (2006) explained that figurative language refers to expressions whose meanings are not conveyed directly through the literal meanings of the words used. Rather, they contain symbolic or metaphorical meanings. Figurative language serves to beautify utterances and provide aesthetic value, both in literary works and in everyday communication.

Overall, figurative language plays an important role in shaping the literary experience, inviting readers to not only read literally but also to dig deeper into meaning through creative interpretation. In this study, the various types of figurative language styles found show how powerful the effect of figurative language is in building a more lively and meaningful narrative, as well as in drawing the attention of readers or listeners to the broader message contained in the work (Kasma et al., 2021).

2.3 Types of Figurative Language

There are many experts who have formulated the types of figurative language, but here the researcher uses Perrine, Arp, & Johnson, theory from his book *Literature: Structure, Sound, and Sense* (2017, pp. 773–774), to explain the types of figurative language, namely:

1. Simile

A simile is a figure of speech that explicitly compares two different things using conjunctions such as “like,” “as,” “than,” or “resembles.” The goal is to explain one thing by comparing it to something else that is more familiar.

Example: “This laptop is as fast as lightning.”

2. Metaphor

A metaphor is an implicit comparison between two unlike things without using a conjunction. In a metaphor, one thing is directly identified as another thing to show similarity in nature or characteristics.

Example: "This smartwatch is your personal assistant."

3. Personification

Personification is a figure of speech that gives human qualities, actions, or feelings to inanimate objects, animals, or abstract concepts. This makes the object seem more alive and relatable to the audience.

Example: "Let your phone take care of your day."

4. Apostrophe

Apostrophe is a figure of speech in which the speaker speaks directly to something that is absent, inanimate, or abstract, as if it could respond.

Example: "Oh innovation, where would we be without you?"

5. Metonymy

Metonymy is the replacement of the name of one thing with something closely related to it. This creates a strong association in the mind of the audience.

Example: "Experience Silicon Valley in your hands."

(Silicon Valley = cutting-edge technology.)

6. Synecdoche

Synecdoche is a figure of speech in which a part of something represents the whole (or vice versa).

Example: "Put your eyes on the future."

(Eyes = attention.)

7. Symbol

A symbol is the use of an object, character, color, or concept to represent something larger or abstract.

Example: The image of a bitten apple is used by Apple Inc. as a symbol of innovation and simplicity.

8. Paradox

A paradox is a statement that seems contradictory, but contains a profound truth.

Example: "The most powerful phone you can barely feel."

(Emphasizes strength and practicality at the same time.)

9. Hyperbole

Hyperbole is a form of exaggerated statement to emphasize something dramatically.

Example: "This phone charges in the blink of an eye."

(Very fast, though not quite the blink of an eye.)

10. Understatement

Understatement or litotes is the conveying of meaning by downplaying or diminishing its intensity, often for ironic or elegant effect.

Example: "Not bad for the most advanced processor ever made."

(Gives a sense of positive irony.)

2.4 Function of Figurative Language in Marketing Communication

In this table functions illustrate how figurative expressions such as metaphors, similes, and poetic devices serve not merely as stylistic embellishments, but as strategic tools that enhance the effectiveness of advertising and brand communication. The table below outlines key theoretical contributions that explain how and why figurative language functions as a powerful element in persuasive communication, especially within the context of marketing and advertising discourse.

Table 2.1 The Function of Figurative Language

No	Theory / Figures	Figurative Language Function	Explanation
1	McQuarrie & Mick (1996)	Attracting the audience's attention	Rhetorical styles such as metaphors and similes increase audience engagement and attention.
2	Keller (2003)	Building and shaping brand image	Figurative language conveys the emotional and symbolic attributes of the brand consistently.
3	Forceville (2008)	Simplifying technical concepts	Metaphors make it easier to understand technical concepts by relating them to everyday experiences.
4	Aristotle (pathos theory), Robert Cialdini (2007)	Building emotional connections with audiences	Figurative language builds strong emotional bonds, increasing consumer attachment to the product through emotional persuasion.
5	Geoffrey Leech (1969)	Increase memorability of advertising messages	Poetic elements such as rhyme, alliteration, and assonance make the message more memorable and stick in the audience's memory.
6	Aristotle (ethos, pathos, logos), Kenneth Burke (1991)	Strengthening the persuasive power of the message	Figurative language arouses imagination and emotion (pathos), strengthens credibility (ethos), and logic (logos) thereby encouraging active audience involvement.

McQuarrie and Mick (1996, pp. 424–438) explain that rhetorical styles such as metaphors and similes have great potential in attracting audience attention. In a highly competitive advertising climate, figurative language allows for the creation of unusual and striking expressions, thus triggering cognitive elaboration and increasing the likelihood that the advertising message will be processed deeply by consumers.

According to Keller (1993, pp. 1–22), the language used in advertising plays an important role in forming and strengthening brand image. Through the use of figurative language such as personification or symbolic metaphors, brand identity and character can be conveyed more emotionally and imaginatively. For example, when a technology is described as a "loyal digital partner", the brand is positioned as a friendly and reliable product.

Forceville (2008) suggests that metaphors not only have aesthetic value, but also cognitive functions. In the context of technology that is often complex and technical, metaphors help simplify complex concepts by connecting them to consumers' everyday experiences. A popular example is the use of the term “cloud” in describing online storage systems, which makes abstract concepts easier to understand.

Aristotle (1991, pp. 24–25). highlights that pathos, or emotional appeal, is a central tool in persuasion, enabling speakers to evoke emotions such as hope, nostalgia, and empathy through rhetorical devices like metaphors or storytelling. This emotional resonance can motivate audiences to change their beliefs or attitudes. Building on Aristotle’s foundation, Cialdini (2007, p.146) identifies emotional language—especially metaphors that evoke memories or dreams—as a powerful mechanism in brand persuasion, enhancing affective bonds and fostering consumer closeness through principles like liking and reciprocity.

According to Leech (1969, p. 89), the use of stylistic elements such as rhyme, alliteration, and assonance in figurative language makes advertising messages more memorable. For example, slogans that rhyme or have phonetic repetition will be more easily embedded in the consumer's memory than ordinary literal expressions.

The most comprehensive function of figurative language is to strengthen the persuasive power of advertising. In Aristotle's view with the concepts of ethos, pathos, and logos, and expanded by Kenneth Burke through the theory of symbols and rhetoric, figurative language style is able to arouse imagination, arouse emotions, and invite the audience to actively interpret and engage in the message.

Overall, figurative language in technology advertising not only enhances the delivery of messages, but also serves a variety of strategic functions: attracting attention, forming images, simplifying concepts, building emotional connections, enhancing memorability, and strengthening persuasion. These functions are crucial, especially when technology companies are trying to reach consumers with sophisticated but often abstract and far-fetched products.

2.5 Copywriting in the Technology Industry

Advertising in the technology industry has unique characteristics because it must convey messages about products that are often complex and technical. Technology products such as software, hardware, and AI-based services require a communication approach that is able to explain benefits in a simple and attractive way. Therefore, technology companies tend to use advertisements that are not only informative, but also creative and emotional (Kotler & Keller, 2020).

In recent years, storytelling and figurative language have become increasingly dominant in technology advertising. This approach allows companies to package technical information in a way that is more relatable and understandable to the average consumer (Escalas, 2004). For example, companies like Apple and Google consistently use powerful metaphors, personifications, and slogans to create emotional bonds and convey the value of innovation.

In addition, advertising in this industry also utilizes various digital platforms such as social media, websites, and interactive videos, which provide greater space for language and visual experiments. Due to high competition, technology advertising strategies are required to not only sell products, but also build brand identity and consumer trust.

2.6 Forbes Tech Companies List

Technology companies have become the spearhead in the development of the global digital economy. In the context of this study, the selection of study objects is based on the list of leading technology companies according to Forbes which is published annually. The selection of Forbes as a reference source in determining the list of technology companies analyzed in this study is based on the credibility, consistency, and global coverage of the media in ranking companies. Forbes is one of the world's leading media and economic research institutions that has been established since 1917. Forbes is widely known for presenting comprehensive data-based information in various aspects of business and finance, including in the form of annual lists such as Forbes Global 2000, The World's Most Valuable Brands, and Top Tech Companies.

Forbes, as one of the world's most credible economic and business media, regularly publishes lists of the largest and most influential companies in various

sectors, including technology. This list reflects not only the size of the company in terms of revenue or valuation, but also global influence, innovation, and brand competitiveness.

Referring to the Forbes Global 2000 list and the Top Tech Companies 2025 category, technology companies that fall into this category are mostly engaged in hardware, software, cloud services, artificial intelligence, as well as e-commerce and social media. These companies actively produce advertising materials that are rich in creative copywriting elements and the use of figurative language. Here is a table of some of the top technology companies according to Forbes in 2025 that are relevant to be used as objects in advertising copywriting analysis.

The selection of only five technology companies in this study was based on considerations of effectiveness and analytical depth. Although many technology companies feature prominently in the Forbes Top Tech Companies list, the researchers chose to limit the research to just five: Apple Inc., Microsoft Corp., NVIDIA, Amazon.com Inc., and Alphabet. These five companies were chosen because they consistently rank among the top in the global technology industry, both in terms of market capitalization, technological innovation, global reach, and the intensity of their marketing campaigns.

Table 2.2 Forbes Tech Companies List

No	Company name	Country of origin	Total Market Cap
1	Apple Inc.	United States of America	\$3.172 trillion
2	Microsoft Corp.	United States of America	\$2.929 trillion
3	NVIDIA	United States of America	\$2.660 trillion
4	Amazon.com Inc.	United States of America	\$1.988 trillion
5	Alphabet	United States of America	\$1.953 trillion

The above companies not only have a big influence in the technology sector, but also actively advertise through various digital and conventional media. Their advertisements are often examples of the use of figurative language, whether in the form of metaphors, personification, hyperbole, or other poetic styles, which can be analyzed to explore their communication strategies in reaching global consumers.

2.7 Previous Studies on Figurative Language in Copywriting

Over the past decade, numerous studies have examined the role of figurative language in advertising, particularly in shaping consumer perceptions, enhancing message appeal, and enhancing the effectiveness of marketing communications. These studies provide an important foundation for understanding how non-literal language is used in modern advertising contexts, including in the technology industry.

Research by Ang and Lim (2014) focused on technology product advertisements that use hyperbolic language style. In this study, they used a rhetorical theory approach to analyze the persuasive effects of hyperbole on consumer perceptions. The method used was a quantitative experiment by observing consumer responses to advertisements containing elements of exaggeration. The results of the study showed that hyperbole can strengthen the impression of innovation and product superiority, but its use must be proportional so as not to reduce brand credibility. The gap in this study is the lack of exploration of other forms of figurative language style and differences in effects based on advertising media.

Furthermore, Jeong (2018) examined the effectiveness of figurative language in digital advertising, specifically in the comparison between video and static text formats. Using visual communication theory and narrative rhetoric, he evaluated the role of personification and symbolism in building emotional connections with audiences. The research methods used were content analysis and surveys of audience perceptions. The results showed that figurative language is more effective in video format because it is able to strengthen narrative elements and encourage emotional involvement. However, this study has limitations because it has not considered variations in the effectiveness of language styles in certain product categories such as technology, and has not explored cultural influences.

Research by Chang et al. (2019) focuses on how figurative language helps simplify technical content in complex technology product advertisements. Using Lakoff and Johnson's cognitive metaphor theory, they analyze how metaphors such as "cloud" can bridge consumers' understanding of abstract technological concepts. Using qualitative study methods through discourse analysis and consumer

interviews, they found that the use of cognitive metaphors was very effective in simplifying information and increasing the understanding of lay consumers. However, this study did not compare the effectiveness of other types of figurative language such as hyperbole or alliteration in similar contexts.

Escalas and Luce (2020) examined the emotional impact of metaphorical narratives in artificial intelligence (AI)-based advertisements. Based on the theory of emotion in advertising and the narrative approach, this study focused on the use of interpersonal metaphors, such as describing AI as a “best friend”. Using a behavioral experiment method, they observed how audiences, especially millennials, responded to the narrative. The results showed that metaphors like this can increase empathy and preference for brands. However, the gap in this study lies in the limited demographics of the respondents (only the millennial group), so it is not yet known whether the same effect applies to other age groups.

What sets this study apart from previous research is its specific focus on the use of figurative language in the advertising copy of leading global technology companies, particularly those ranked at the top of the Forbes Top Tech Companies 2025 list. While many earlier studies have analyzed figurative language in general advertising, literature, or traditional media, few have concentrated on the figurative language in tech industry.

The uniqueness of this study only focuses in five carefully selected companies, the study ensures analytical depth, allowing a detailed exploration of linguistic choices in a way that broader studies often lack. Therefore, this research is not only timely and relevant, but also offers a novel contribution to both advertising studies and discourse analysis by bridging rhetorical theory and marketing communication in the context of the digital economy.

Overall, the findings from previous studies reinforce the view that figurative language is an important element in advertising communication strategies, especially in complex and competitive industries such as technology. This style of language not only enhances message comprehension, but also strengthens emotional engagement, brand appeal, and consumer recall of advertising messages.