CHAPTER IV

RESEARCH RESULTS AND DISCUSSION

4.1 Description of Research Data

The data in this study was obtained after the author conducted an in-depth analysis of advertising materials published by technology companies projections in 2025, along with projections for the remainder of the year. The creatives analyzed include digital ads taken from the main websites of these companies. This research focuses on global technology companies such as Apple, Microsoft, Nvidia, Alphabet (Google), and Amazon which are listed by Forbes as the top five technology companies projections in 2025.

This research was conducted with the main objective of systematically identifying the types of figurative language used in advertising copywriting for technology products. In addition, this research also aims to determine what types of figurative language are most dominant or most frequently used by these companies in their marketing communication strategies. The use of figurative language in this context is understood as one of the rhetorical strategies that aims to convey advertising messages in a way that is more interesting, emotional, and easily understood by lay audiences, given the complexity and technical nature of the technology products offered.

The analysis was conducted with reference to the theory of figurative language proposed by Perrine et al. (2017) in his book Literature: Structure, Sound, and Sense. In this theory, Perrine et al. (2017) categorizes figurative language into ten main types, which became the basis for coding the data in this study. The types of figurative language analyzed in this study using Perrine's theory (2017) include simile, metaphor, personification, apostrophe, metonymy, synecdoche, symbol, paradox, hyperbole, understatement. Guided by this classification, the author categorizes each type of figurative language, then quantifies and interprets its contextual meaning. This approach allows a thorough identification of not only the diversity of language styles used, but also the tendency of companies to choose certain rhetorical strategies to reach their audiences.

4.2 Types of Figurative Language in 2025 Technology Advertisements

A total of 80 advertisements containing figurative language were identified in the promotional texts of five major technology companies—Apple, Microsoft, NVIDIA, Alphabet (Google), and Amazon—based on materials obtained from their official websites. This analysis refers to the ten types of figurative language categorized by Perrine et al. (2017), which include simile, metaphor, personification, apostrophe, metonymy, synecdoche, symbol, paradox, hyperbole, and understatement. Among these companies, Apple recorded the highest number with 35 advertisements, followed by Microsoft with 15, Amazon with 12, Alphabet with 11, and NVIDIA with 7 advertisements. These findings suggest that Apple places greater emphasis on stylistic and rhetorical language in its advertising compared to the other companies analyzed, potentially to reinforce its brand identity through emotionally engaging and imaginative expressions.

Table 4.1 Distribution of Figurative Language Types in copywriting of Technology Companies in 2025

No	Types of Figurative Language	Total Appearances	Percentage (%)
1	Metaphor	37	46.25%
2	Hyperbole	19	23.75%
3	Personification	17	21.25%
4	Symbol	3	3.75%
5	Apostrophe	1	1.25%
6	Metonymy	1	1.25%
7	Synecdoche	1	1.25%
8	Paradox	1	1.25%
9	Simile	0	0.00%
10	Understatement	0	0.00%
	Total	**80**	**100.00%**

Based on the data obtained from the analysis of technology company advertisements in 2025, it is known that the most dominant type of figurative language used is Metaphor. thirty-seven tokens or 46.25% of all tokens are the use of Metaphor. Furthermore, Hyperbole appears as many as 19 tokens (23.75%), and Personification as many as 17 tokens (21.25%). Meanwhile, other types of figurative language such as Symbol were found as many as 3 tokens (3.75%), Paradox as many as 1 token (1.25%), and Apostrophe, Metonymy, and Synecdoche were each found as many as 1 token (1.25%). Simile and Understatement were not

found in the analyzed data, indicating that these types of language styles were not used in the studied technology advertisements in 2025.

The data obtained above are analyzed in the form of descriptive findings and are explained in accordance with the research problems formulated in this study. The analysis focuses on the dominant use of three main types of figurative language: metaphor, personification and hyperbole. Each advertising text is examined individually, based on data collected from various technology companies such as Apple, Microsoft, NVIDIA, Alphabet (Google), and Amazon.

The explanation of each example highlights the context, the form of figurative language used, and its communicative function within advertising copywriting. This analysis not only demonstrates the quantity of figurative language usage but also reveals its meaning and impact on the effectiveness of the advertising message. Through this interpretive process, it becomes evident how figurative language helps transform complex or abstract technological concepts into more relatable, emotional, and imaginative expressions. It also shows how companies utilize creative linguistic choices to emphasize innovation, build emotional connections with the audience, and reinforce their brand identity. By decoding these rhetorical strategies, the study contributes to a deeper understanding of how language in advertising shapes perception, creates value, and influences consumer behavior

4.3 Figurative Language Data Analysis

In this study, the author found that out of a total of 80 figurative language data used in 2025 technology company advertisements, there are three most dominant types of figurative language styles, namely metaphor, hyperbole, and personification. All three play an important role in shaping the emotional and rhetorical appeal of the ads, and are able to simplify complex technological concepts to be more understandable and close to the audience's daily lives.

Based on the results of the analysis, metaphor is the most frequently used type of figurative language, with a total of 37 tokens or (46.25%) of the overall data being metaphor usage. Furthermore, hyperbole appears in 19 tokens (23.75%), and personification in 17 tokens (21.25%) of the total.

4.3.1 Copywriting in Apple

This section analyzes the types of figurative language employed in Apple's 2025 advertising, based on the classification proposed by Perrine et al. (2017). The data in table presents the frequency and percentage of each type of figurative language identified across 35 advertising collected from Apple's official promotional content throughout the 2025.

Table 4.2 Distribution of Figurative Language Types in Apple in 2025

Type of Figurative language	Total	Percentage (%)
Simile	0	0%
Metaphor	20	57.14%
Personification	7	20%
Apostrophe	0	0%
Metonomy	0	0%
Synecdoche	0	0%
Symbol	1	2.86%
Paradox	0	0%
Hyperbole	7	20%
Understatement	0	0%
Total	**35**	**100%**

Based on the analysis of 35 figurative language data in Apple advertisements, it is found that the most dominant type of language style is metaphor with 20 data or about 57.14% of the total. Metaphors are used by Apple to convey complex messages in a more imaginative and understandable form. Through metaphors, Apple not only explains product functions, but also forms emotional images, for example "Touch, draw, and type on one magical device."

The word "magical" does not literally mean that the device possesses magical powers. Instead, it is used to describe the sophistication or technological wonder of the device. The word "magical" is used to build emotional and symbolic associations with the Apple brand—presenting it as an extraordinary, sophisticated, and captivating product. This reinforces Apple's brand image as a premium technology provider offering a "magical" experience. This is in line with Apple's communication strategy of emphasizing user experience and the symbolic value of technology.

Besides metaphors, Apple also uses personification and hyperbole a lot, each with 7 data or 20%. Personification gives life to Apple products, portraying

them as having human traits such as "M4 powers Apple Intelligence..." The M4 chip is described as if it were a living being that "powers" AI. This gives the hardware a human-like quality, implying it's actively enabling functions. This personification creates the impression that the M4 is not just an inanimate object, but an active and intelligent entity. It builds an emotional bond between the audience and the product because the M4 chip appears like a "technology hero" playing a vital role. Such language use makes technology feel more human and relatable. This style strengthens the emotional closeness between the consumer and the product, thus building loyalty and a personalized impression.

Meanwhile, hyperbole is used to dramatically emphasize the advantages and features of the product, such as "Infinite space." Literally impossible, this is a hyperbole that conveys the vastness and flexibility of a digital workspace. The phrase "infinite space" evokes a sense of awe, freedom, and limitless possibility—triggering emotional responses from the audience. It makes users feel they can explore and create without boundaries, building emotional attachment to the product and its technology. This hyperbole sells not just features, but dreams and imagination.The use of hyperbole is effective in instilling an extraordinary impression in the minds of the audience.

Meanwhile, the use of symbolic language was only found once (2.86%), but it still reflects Apple's tendency to convey visual messages or concepts with deeper meaning, such as symbols of freedom, minimalism, or the future. Other types of figurative language such as simile, apostrophe, metonymy, synecdoche, paradox, and understatement were not found in the data. The absence of these styles indicates that Apple tends to avoid explicit comparisons or derogatory language styles, and prefers an approach that is assertive, emotional, and in line with its elegant and innovative brand image.

Overall, Apple's use of figurative language shows a strong and consistent pattern in strengthening brand identity. The dominance of metaphor, personification, and hyperbole shows that Apple uses figurative language not just for the beauty of language, but as a rhetorical strategy to convey meaning, build emotional

connections with users, and instill brand values such as inspiration, creativity, and technological excellence.

4.3.2 Copywriting in Microsoft

This section analyzes the types of figurative language employed in Microsoft 2025 advertising, based on the classification proposed by Perrine et al. (2017). The data in table presents the frequency and percentage of each type of figurative language identified across 15 advertising collected from Microsoft official promotional content throughout the 2025.

Table 4.3 Distribution of Figurative Language Types in Microsoft in 2025

Type of Figurative language	Total	Percentage (%)
Simile	0	0%
Metaphor	8	53.33%
Personification	2	13.33%
Apostrophe	1	6.67%
Metonymy	0	0%
Synecdoche	1	6.67%
Symbol	0	0%
Paradox	0	0%
Hyperbole	3	20%
Understatement	0	0%
Total	**15**	**100%**

Based on the analysis of 15 figurative language data, it is found that the most dominant type of language style is metaphor, with 8 data or 53.33%. Metaphors are used to explain technology or abstract concepts in a more concrete and imaginative form. This style facilitates consumer understanding of product features by implicitly comparing them to things that are more familiar or emotional. For instance, in the expression "crystal-clear sound," the term "crystal-clear" is metaphorical—while crystals are visually clear, the phrase is used to describe audio clarity, something that cannot literally be "crystal-like," thereby creating a vivid and elegant image in the mind of the audience. The dominance of metaphors shows that the company relies heavily on strong rhetorical approaches to build symbolic meaning and added value of its products.

In addition to metaphor, there is also hyperbole as much as 3 data (20%), which is used to overemphasize the quality or excellence of the product. Although hyperbole is an exaggeration, this style is effective in fostering the impression that the product is extraordinary, sophisticated, or revolutionary. For example, "Heightened sensory experience" — This is a form of hyperbole. The human sensory experience doesn't biologically increase, but the phrase suggests the perception of significantly enhanced experience through technology. This phrase uses dramatic and exaggerated language to immediately grab the audience's attention and highlight the superiority of the experience offered by the technology. It is designed to spark imagination and curiosity, encouraging readers to try the so-called "next-level" experience for themselves.

Personification appears 2 times (13.33%) and serves to "bring to life" the technology by giving the product human characteristics. The use of this style creates an emotional closeness between the user and the technology, making the product feel more personalized and intuitive.

Meanwhile, apostrophe and synecdoche were used once each (6.67%). Apostrophe here indicates direct communication of ideas or objects that are not physically present, giving a dramatic and emotional impression. While synecdoche creates a pars pro toto relationship (part represents the whole), which is usually used to abbreviate the explanation and still convey the full meaning.

Other types of figurative language such as simile, metonymy, symbol, paradox, and understatement are not found in the data. This shows that explicit or contradictory language styles (such as simile and paradox), as well as those with subtle connotations (understatement), are not the main choices in this company's communication strategy. They prefer a style that is bold, emotional, and evokes imagination and awe from the audience.

Overall, the use of figurative language in this ad seems to focus on metaphor, hyperbole and personification. These three language styles have high rhetorical power in shaping consumer perceptions, reinforcing brand values, and conveying technology messages in a more persuasive and memorable manner. This strategy

shows that the company not only wants to explain its products, but also wants to build emotions, imagination, and high expectations in the minds of consumers.

4.3.3 Copywriting in NVDIA

This section analyzes the types of figurative language employed in NVDIA 2025 advertising, based on the classification proposed by Perrine et al. (2017). The data in Table presents the frequency and percentage of each type of figurative language identified across 7 advertising collected from NVDIA official promotional content throughout the 2025.

Table 4.4 Distribution of Figurative Language Types in NVDIA in 2025

Type of Figurative language	Total	Percentage (%)
Simile	0	0%
Metaphor	2	28,57%
Personification	3	42,86%
Apostrophe	0	0%
Metonymy	0	0%
Synecdoche	0	0%
Symbol	0	0%
Paradox	0	0%
Hyperbole	2	28,57%
Understatement	0	0%
Total	**7**	**100%**

The use of figurative language in NVIDIA advertisements shows a strong focus on three types of language styles: personification, metaphor, and hyperbole. Of the total 7 data found, personification is the most dominant type with 3 data or around 42.86%. The use of personification shows how NVIDIA shapes the image of its technology as if it has human characteristics. Technology is portrayed as something that "understands," "thinks," or "helps," thus building the impression that NVIDIA products are not only technically advanced, but also able to "interact" with users personally. For example, in the phrase "allow the GPU to go to sleep quickly," the GPU—which is a hardware component—is described as if it can "sleep" like a human. This is a clear use of personification, giving human-like qualities to inanimate objects. This style is very effective to build an emotional connection

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between consumers and products, especially in the context of artificial intelligence and smart computing technologies that NVIDIA focuses on.

The next types of figurative language that are often used are metaphor and hyperbole, each with 2 data or 28.57%. Metaphors are used to convey complex concepts related to graphics performance, AI, and computing power in the form of imaginative comparisons. This helps audiences understand the power of NVIDIA's technology in a more interesting and understandable way. Such as "Revolutionizing Your Favorite Games and Apps" The word "Revolutionizing" literally means creating radical or revolutionary change. But in this context, DLSS is not causing a social or political revolution—it is a metaphor suggesting that DLSS brings major, dramatic changes to the world of games and applications. The use of the word "revolutionizing" reinforces the brand image (in this case, NVIDIA) as a pioneer of disruptive technology, pushing the boundaries of visual capabilities and gaming performance. It builds the emotional association that users are part of something transformative and futuristic.

Meanwhile, hyperbole appears as a means to dramatically emphasize the product's advantages, such as "Microsecond-level speeds" This emphasizes extreme speed, often used in marketing to create a sense of technological superiority. By emphasizing phrases like "microsecond-level speeds," the audience is made to feel amazed, assured, and excited about the technology that seems almost magical in its speed. This builds trust and anticipation, especially in high-performance contexts like gaming, AI, or computing.

Interestingly, there is no use of other language styles such as simile, apostrophe, metonymy, synecdoche, symbol, paradox, or understatement. The absence of these styles shows that NVIDIA prefers expressive and dramatic language approaches rather than explicit comparisons or subtle messages. This strategy is consistent with NVIDIA's image as a high-tech company that focuses on power, performance, and cutting-edge innovation.

Overall, the use of figurative language in NVIDIA's advertisements shows a tendency to form an emotional and imaginative impression of their technology, rather than just selling technical features. Through the dominance of personification,

metaphor, and hyperbole, NVIDIA builds an image as an innovation leader whose products are not only strong in performance, but also "alive" and close to its users. This approach strengthens NVIDIA's positioning as a futuristic, responsive, and inventive brand.

4.3.4 Copywriting in Alphabet

This section analyzes the types of figurative language employed in Alphabet 2025 advertising, based on the classification proposed by Perrine et al. (2017). The data in table presents the frequency and percentage of each type of figurative language identified across 11 advertising collected from Alphabet official promotional content throughout the 2025.

Table 4.5 Distribution of Figurative Language Types in Alphabet in 2025

Type of Figurative language	Total	Percentage (%)
Simile	0	0%
Metaphor	5	45,45%
Personification	2	18,18%
Apostrophe	0	0%
Metonymy	0	0%
Synecdoche	0	0%
Symbol	0	0%
Paradox	0	0%
Hyperbole	4	36,36%
Understatement	0	0%
Total	**11**	**100%**

The use of figurative language in Alphabet ads is dominated by metaphor, which appears 5 times or about 45.45% of the total data. Metaphors are used to convey messages about Google's technology and services in an imaginative and understandable way to the public. Through metaphors, abstract concepts such as AI, information retrieval, and digital ecosystems are described concretely, the example "The new way to cloud starts here "This sentence uses a metaphor, because "the new way to cloud" is not meant literally. "Cloud" here refers to cloud computing technology, but it is portrayed as if the cloud is a physical place or path that one can enter or explore. By portraying the cloud as a path or place that can be entered, this

metaphor helps non-technical audiences visualize cloud services as something tangible, accessible, and intuitive. It simplifies the abstract concept of cloud computing into a more familiar visual image.

Besides metaphor, hyperbole is the second most common type of figurative language with 4 data or 36.36%. Hyperbole is used to emphasize the power and large scale of the technologies Alphabet offers, such as Google Search, Maps, or Gemini AI. Claims such as "Analyze data in seconds" This is a form of hyperbole, as it creates the impression that data analysis happens very quickly, even within seconds. While it may be technically possible in certain contexts, the phrase is still exaggerated to emphasize high efficiency.This hyperbole evokes admiration and enthusiasm for the speed and efficiency of the technology offered. It gives the impression that users will save time and become more productive, thus triggering emotional appeal and influencing purchasing decisions.

Personification also appears in Alphabet ads, 2 times or 18.18%, by giving technology human attributes. Technology is portrayed as being able to "understand," "listen," or "respond" to users, creating the impression that Google services are personalized, intuitive, and intelligent. This strategy reinforces Alphabet's positioning as a tech company that is close to users and able to "think" like a human. This style also reflects current technology trends, where AI and digital services are designed to interact more humanely.

There is no use of other language styles such as simile, apostrophe, metonymy, synecdoche, symbol, paradox, or understatement, which shows that Alphabet tends to choose a language style that is emphatic, emotional, and communicative rather than subtle, implicit, or philosophical. The absence of simile and understatement, for example, could be because these styles are less evocative in the context of promoting cutting-edge technology.

Overall, the use of figurative language in Alphabet's ads focuses on metaphor, hyperbole, and personification, all of which play an important role in shaping the brand's image as a sophisticated, far-reaching, yet personal and accessible technology. These language styles are in line with Alphabet's core values

of innovation, speed, and humanity, and reinforce the message that Google's technology is not just a tool, but also a partner in exploring the digital world.

4.3.5 Copywriting in Amazon

This section analyzes the types of figurative language employed in Amazon 2025 advertising, based on the classification proposed by Perrine et al. (2017). The data in table presents the frequency and percentage of each type of figurative language identified across 12 advertising collected from Amazon official promotional content throughout the 2025.

Table 4.6 Distribution of Figurative Language Types in Amazon in 2025

Type of Figurative language	Total	Percentage (%)
Simile	0	0%
Metaphor	2	16,67%
Personification	3	25%
Apostrophe	0	0%
Metonymy	1	8,33%
Synecdoche	0	0%
Symbol	2	16,67%
Paradox	1	8,33%
Hyperbole	3	25%
Understatement	0	0%
Total		

The use of figurative language in Amazon advertisements is distributed quite diversely, with the dominance of personification and hyperbole, which appear 3 times or 25% each. Personification is used to describe Amazon's technology or services as if they have human traits, such as "…advertising solutions that adapt to your goals" Advertising solutions are described as if they can adapt to human intentions, which is personification—attributing human-like adaptability to non-human systems. Through personification, advertising solutions are depicted as logical (adaptive to goals), emotional (understanding user needs), and credible (ethos), as they function like a working partner. This enhances persuasive strength and creates a more convincing and engaging brand experience.

Meanwhile, hyperbole is used to give an overwhelming impression of the speed, scope or efficiency of a service. An example "Search, compare and buy in

seconds"The phrase "in seconds" is a form of hyperbole, as it emphasizes the extreme speed of the process, even though in reality it might take longer. It's used to build an impression of efficiency and quickness. Hyperboles like "in seconds" enhance persuasive messaging by evoking hope and positive emotion (pathos), while also conveying a logical impression (logos) that the technology saves time. This reinforces the call to action, as in the digital context, fast = good.

In addition to these two dominant types, there are also metaphors and symbols which each appear 2 times or 16.67%. Metaphors are used to explain complex concepts such as global service networks or artificial intelligence in the form of imaginative comparisons, such as "Keep an eye on" This is a mild metaphor, since packages are not literally "watched with eyes." The phrase equates monitoring a delivery with something familiar—keeping an eye on it. The phrase "keep an eye on" transforms a technical digital tracking process into something familiar and easy to understand by likening it to a daily activity (watching with your eyes). This helps users better visualize the benefits of the product or service.

Meanwhile, symbols are used to represent certain meanings through visual elements or profound phrases, Other types of figurative language that appear are metonymy and paradox, each 1 time or 8.33%. Metonymy is used by replacing a certain term with something closely related, such as referring to "cart" for the whole shopping experience, which creates a practical and fast impression. Whereas paradox is used to draw attention with seemingly contradictory yet deeply meaningful statements.Interestingly, simile, apostrophe, synecdoche, and understatement were not found in the data. This suggests that Amazon is more likely to use language styles that are emotionally powerful and communicative, and avoid styles that are explicitly comparative or convey things subtly.

Overall, the use of figurative language in Amazon's advertisements demonstrates a dynamic, imaginative approach that is close to consumers' daily lives. Through the dominance of personification and hyperbole, as well as other stylistic variations such as metaphor, symbol, and paradox, Amazon succeeds in shaping its image as a strong, adaptive, and humanistic brand that not only provides services, but also delivers personalized and futuristic experiences.

4.4 Analysis of Figurative Language Function

To understand the strategic role of figurative language in advertising, this study categorizes its use based on six main communicative functions derived from the theoretical perspectives of several prominent scholars in the fields of rhetoric, linguistics, and marketing communication. These functions help reveal how figurative expressions are not merely stylistic embellishments, but serve specific purposes in enhancing message effectiveness, building brand identity, simplifying complex information, and emotionally engaging the audience. The categorization allows for a deeper analysis of how advertising language is deliberately crafted to influence consumer perception and behavior through rhetorical and symbolic techniques.

Table 4.7 Functions of Figurative Language in Technology Company
Advertisements in 2025

No	Function of Figurative Language	Figure	Total Appearances	Percentage (%)
1	Establishing an emotional connection with the audience	Aristotle (pathos theory), Robert Cialdini (2007)	37	46.25%
2	Build and shape brand image	Keller (2003)	17	21.25%
3	Simplifying technical concepts	Forceville (2008)	14	17.50%
4	Strengthen the persuasive power of the message	Aristotle (ethos, pathos, logos), Kenneth Burke (1991)	5	6.25%
5	Attracts the attention of the audience	McQuarrie & Mick (1996)	5	6.25%
6	Improves recall of advertising messages	Geoffrey Leech (1969)	2	2.50%
	Total		**80**	**100.00%**

The results of the analysis show that the most dominant function of using figurative language in technology company advertisements is to build an emotional connection with the audience, with a total of 37 occurrences or 46.25% of all data. This function is in line with Aristotle's pathos theory and Cialdini's persuasive

approach, which emphasize the importance of emotional engagement in persuasive communication. Through language styles such as personification, emotional metaphors, and hyperbole, companies create closeness between products and consumers. The use of figurative language that touches emotions is able to portray the product as not just a technological tool, but a part of the user's life and identity. This reflects an effective rhetorical strategy in building loyalty and emotional resonance to the brand.

The next function is to build and shape brand image, which appears 17 times or 21.25%, in accordance with Keller's (2003) idea of brand image. Figurative language helps companies convey the character, values, and uniqueness of the brand in a consistent and imaginative manner. For example, metaphors that describe technology as the "heart of creativity" or the "eyes of the future" shape the public's perception of the brand as innovative, intelligent and progressive. This function is important in creating strong differentiation and positioning in the minds of consumers.

Furthermore, the function of simplifying technical concepts occupies the third position with 14 occurrences or 17.50%, supported by Forceville's (2008) thoughts on visual and conceptual metaphors in multimodal communication. In the technology industry, which often offers complex products such as AI, graphic chips, or cloud services, the use of figurative language helps transform technical information into something easier to understand. Through metaphors and symbols, complex technological messages can be packaged in language that is familiar and appealing to lay consumers.

The functions of strengthening the persuasive power of the message and attracting audience attention each appeared 5 times or 6.25%. Aristotle in the framework of ethos, pathos, and logos emphasized that emotional appeal and credibility of the message play an important role in the success of persuasion. In this case, figurative language functions as a tool to strengthen credibility (ethos), move emotions (pathos), and convey logic more interestingly (logos). Meanwhile, in accordance with McQuarrie & Mick (1996), figurative language such as paradoxes, creative metaphors, or unusual symbols are used to steal the audience's

attention amid the flood of information, especially in the context of digital advertising.

The last function found is enhancing the memorability of advertising messages, which appears 2 times or 2.50%, and is supported by Geoffrey Leech (1969) who states that figurative language styles have stylistic and rhetorical effects that make messages stick better in the memory. Although not quantitatively dominant, this function is still important in the long run, as memorable ads tend to be more effective in influencing consumer decisions.

4.4.1 Functions of Figurative in Apple

To provide a deeper understanding of how figurative language operates within the advertising strategy of a single company, this study further analyzes the distribution of figurative language functions specifically in Apple advertisements. As one of the world's most prominent technology brands, Apple is known for its emotionally driven and aesthetically rich advertising style. The table below presents the distribution of figurative language functions based on theories from various figur**e.**

Table 4.8 Distribution of Figurative Language Functions in Apple Advertisements in 2025

Company	Figure	Total	Percentage
	McQuarrie & Mick (1996)	3	8.82%
	Keller (2003)	6	17.65%
	Forceville (2008)	4	11.76%
Apple	Aristotle (pathos theory), Robert Cialdini (2007)	21	61.76%
	Geoffrey Leech (1969)	0	0%
	Aristotle (ethos, pathos, logos), Kenneth Burke (1991)	0	0%

The analysis shows that the most dominant function of using figurative language in Apple advertisements is to build an emotional connection with the audience, which is supported by Aristotle's pathos theory and Robert Cialdini's persuasive approach. This function appears 21 times or about 61.76% of all data. Apple consistently uses figurative language styles such as personification, emotional metaphors, and hyperbole to create emotional closeness between

products and consumers. For example, the term "magical" doesn't describe technical features; instead, it is crafted to evoke awe, wonder, and emotional admiration for the product. In this way, Apple creates a strong emotional attachment between users and its products, making consumers feel that using the Apple Pencil Pro is a unique and irreplaceable experience.

The next function is building and shaping brand image, which appears 6 times or about 17.65%, referring to Keller's (2003) theory of brand image. Figurative language is used to instill brand values such as innovation, aesthetics, creativity, and exclusivity, which are often displayed in visual and narrative metaphors. For example, the phrase "limitless creativity" goes beyond technical descriptions of the Apple Pencil Pro, creating the association that the product symbolizes freedom, expression, and endless innovation. It strengthens Apple's brand positioning as a brand that supports and empowers user creativity.

Furthermore, there are 4 data or 11.76% that serve to simplify technical concepts, in accordance with Forceville's theory (2008). Apple utilizes figurative language to explain complex technologies such as M-series chips, graphics capabilities, or AI integration in terms that are easy for the public to understand. Figurative language helps transform technical specifications into evocative and accessible narratives, thus capturing the attention of not only expert users, but also the general public.

The function of attracting audience attention, according to McQuarrie & Mick (1996), appears 3 times or 8.82%. Apple uses unique and unexpected metaphors or expressions to create cognitive surprise, aiming to attract attention in the midst of dense advertising competition. Expressions such as "beyond the limits of imagination" or "changing reality" make the audience pause and reflect, thus strengthening the appeal of the advertising message.

Meanwhile, no data was found to support the function of enhancing the memorability of advertising messages (Geoffrey Leech, 1969) and strengthening the overall persuasive power through ethos, pathos, and logos (Aristotle & Kenneth Burke). This suggests that Apple focuses more on creating emotional experiences

and a strong brand image, rather than on long-term memorability or logic and credibility-based persuasive approaches.

Overall, figurative language in Apple's advertisements is utilized more for building emotional connections and strengthening brand identity than for other functions. This strategy is in line with Apple's communication approach that not only emphasizes technical specifications, but also highlights the emotional, aesthetic and imaginative values inherent in its products. This approach shows that Apple uses figurative language as a key tool in shaping experiences, trust, and emotional attachment with its consumers.

4.4.2 Functions of Figurative in Microsoft

To provide a deeper understanding of how figurative language operates in a company's advertising strategy, this study further analyzes the distribution of figurative language functions, specifically in Microsoft advertisements. The table below presents the distribution of figurative language functions based on theories from various experts.

Table 4.9 Distribution of Figurative Language Functions in Microsoft Advertisements in 2025

Company	Figure	Total	Percentage
Microsoft	McQuarrie & Mick (1996)	2	13.33%
	Keller (2003)	5	33.33%
	Forceville (2008)	4	26.67%
	Aristotle (pathos theory), Robert Cialdini (2007)	3	20.00%
	Geoffrey Leech (1969)	1	6.67%
	Aristotle (ethos, pathos, logos), Kenneth Burke (1991)	0	0%

The use of figurative language in Microsoft advertisements mostly functions to build and shape brand image, in accordance with Keller's theory (2003). This function appears 5 times or about 33.33% of the total data. Microsoft uses metaphors, symbols, and imaginative language styles to shape brand perception as innovative, professional, and solution-oriented. For example, All of these phrases shape perceptions of creativity, clarity, and the power of personal expression—which are part of the symbolic value of the product or service (such as AI

applications, digital writing tools, or creative platforms). Figurative language like this strengthens the brand's image as a tool that supports user creativity and individuality.

The second dominant function is simplifying technical concepts, 4 times or 26.67%, referring to Forceville's (2008) theory. Microsoft uses a lot of figurative language to explain complex technologies such as AI, cloud computing, and enterprise software, to make them easier to understand by the wider public. Metaphors such as Technologies like ray tracing can be technically overwhelming. By using the metaphor "living worlds," a complex message is simplified into a relatable and emotional visual: that the digital environments produced appear alive, dynamic, and realistic.

Furthermore, building an emotional connection with the audience appears 3 times or 20.00%, according to the pathos theory of Aristotle and Robert Cialdini. Microsoft uses figurative language to create an emotional connection with its users, especially in the context of work, education, and everyday digital life. The ads portray technology as a companion, productivity best friend, or learning partner, which gives the impression that Microsoft understands users' needs personally.

The function of attracting audience attention, according to McQuarrie & Mick (1996), appears 2 times or 13.33%. In this case, figurative language is used as a rhetorical tool to create cognitive surprise or an unexpected impression that makes the ad stand out from competitors. Meanwhile, the function of increasing memorability of advertising messages, as described by Geoffrey Leech (1969), only appeared once or 6.67%. This shows that although there is an attempt to create a strong memory through language style, Microsoft's main focus is more on brand image and technological understanding. There is no use of figurative language that explicitly aims to strengthen the overall persuasive power of the message (ethos, pathos, logos), according to Aristotle and Kenneth Burke. This indicates that Microsoft's advertising approach tends to be informative, functional, and branding-oriented, rather than a fully persuasive narrative that emphasizes logical power or source credibility.

Overall, Microsoft's figurative language strategy demonstrates a balanced effort between reinforcing brand image, easing technological understanding, and building emotional affinity, thus making their campaign not only functionally relevant but also emotionally resonant for diverse audiences.

4.4.3 Functions of Figurative in NVDIA

To provide a deeper understanding of how figurative language operates in a company's advertising strategy, this study further analyzes the distribution of figurative language functions, specifically in NVDIA advertisements. The table below presents the distribution of figurative language functions based on theories from various experts.

Table 4.10 Distribution of Figurative Language Functions in NVIDIA Advertisements in 2025

Company	Figure	Total	Percentage
NVDIA	McQuarrie & Mick (1996)	0	0%
	Keller (2003)	3	33.33%
	Forceville (2008)	1	11.11%
	Aristotle (pathos theory), Robert Cialdini (2007)	4	44.44%
	Geoffrey Leech (1969)	1	11.11%
	Aristotle (ethos, pathos, logos), Kenneth Burke (1991)	0	0%

In NVIDIA's 2025 advertisements, the most dominant function of figurative language is to build an emotional connection with the audience, with a total of 4 occurrences or 44.44%, as explained by Aristotle (pathos) and Robert Cialdini. Figurative language is used to evoke feelings of admiration, confidence, or even inspiration towards NVIDIA products, which are generally GPUs and AI technologies.The use of hyperbolic words such as "supreme" and "superior" evokes pride and emotional awe. This strengthens the emotional connection with the product, creating the perception that users will have an extraordinary experience— not just ordinary performance, this strategy is effective to instill an emotional impression on products that are highly technical in nature and not easily understood directly by all consumers.

The second most common function is building and shaping brand image, 3 times or 33.33%, referring to Keller's (2003) theory. NVIDIA uses figurative language to describe itself as a pioneer in the field of visual technology, AI, and gaming. This style of language is important to maintain NVIDIA's position as a premium and innovative brand in the semiconductor and visual technology industries.

Furthermore, Forceville (2008) and Geoffrey Leech (1969) each appeared once (11.11% each), indicating that NVIDIA also uses figurative language to simplify technical concepts and enhance message recall. Meanwhile, poetic elements such as alliteration or repetition strengthen the impression of the message to be more embedded in the audience's mind, although the frequency is not yet dominant.There is no function that refers to attracting the audience's attention (McQuarrie & Mick, 1996) or strengthening the overall persuasive power (Aristotle: ethos, pathos, logos; Kenneth Burke), which indicates that NVIDIA prefers an emotional and branding approach, compared to rhetorical techniques that directly emphasize logic or credibility.

Overall, NVIDIA's figurative language strategy emphasizes emotional connection and a strong, high-tech brand image, while still striving for public understanding of complex concepts. This approach reinforces NVIDIA's identity as a technology brand that is not only cutting-edge, but also visionary and inspiring.

4.4.4 Functions of Figurative in Alphabet

To provide a deeper understanding of how figurative language operates in a company's advertising strategy, this study further analyzes the distribution of figurative language functions, specifically in Alphabet advertisements. The table below presents the distribution of figurative language functions based on theories from various experts.

Table 4.11 Distribution of Figurative Language Functions in Alphabet (Google) Advertisements in 2025

Company	Figure	Total	Percentage
Alphabet	McQuarrie & Mick (1996)	0	0%
	Keller (2003)	1	9.09%

Forceville (2008)	4	36.36%
Aristotle (pathos theory), Robert Cialdini (2007)	5	45.45%
Geoffrey Leech (1969)	0	0
Aristotle (ethos, pathos, logos), Kenneth Burke (1991)	1	9.09%

In Alphabet's (Google) 2025 advertisement, the most dominant function of using figurative language is to build an emotional connection with the audience, as many as 5 occurrences or 45.45% of the total 11 data, based on Aristotle's pathos theory and Robert Cialdini's principles of emotional persuasion. Alphabet tries to present its technology not only as a sophisticated tool, but also as something close to everyday life. Through personification and emotional metaphors such as this metaphor evokes feelings of relaxation, nostalgia, or joy—like being on a beach. It creates an emotional connection between the user and the interface experience, making users feel more connected to the product emotionally, not just functionally. Alphabet creates an intimate and empathetic relationship between technology and its users. This approach makes Alphabet's services feel more personalized and emotionally meaningful.

The next function is simplifying technical concepts, appearing 4 times or 36.36%, based on Forceville's (2008) theory. In a world full of technologies such as AI, machine learning, and big data, Alphabet uses figurative language - especially metaphors - to turn complex concepts into easier to understand. For example, portraying the cloud as a path or place that can be entered, this metaphor helps non-technical audiences visualize cloud services as something tangible, accessible, and intuitive. It simplifies the abstract concept of cloud computing into a more familiar visual image.

The function of building and shaping brand image was present 1 time or 9.09%, referring to Keller's (2003) theory. Although not dominant, this function is still important to reinforce Alphabet's position as a brand that is visionary, friendly,

and based on global information access. Figurative language is used to emphasize the brand image that is smart but still trustworthy and user-friendly.

Furthermore, the function of strengthening the persuasive power of the message, based on Aristotle's theory (ethos, pathos, logos) and Kenneth Burke, also appeared 1 time (9.09%). In this case, Alphabet combined logic, emotion and credibility through language style to persuade the audience more deeply. No data was found for the function of attracting audience attention (McQuarrie & Mick) or improving message recall (Geoffrey Leech). This suggests that Alphabet focuses more on emotional immediacy and simplification of information, rather than aesthetic or rhetorical approaches that are merely shocking or memorable.

Overall, the figurative language approach in Alphabet's ads focuses on emotional and educational aspects. This is in line with Alphabet's role as a provider of artificial intelligence-based information and technology services that aims to remain humanized, inclusive and relatable to a global audience. This strategy creates a balance between advanced technology and a simple yet touching communicative approach.

4.4.5 Functions of Figurative in Amazon

To provide a deeper understanding of how figurative language operates in a company's advertising strategy, this study further analyzes the distribution of figurative language functions, specifically in Amazon advertisements. The table below presents the distribution of figurative language functions based on theories from various experts.

Table 4.12 Distribution of Figurative Language Functions in Amazon Advertisements in 2025

Company	Figure	Total	Percentage
Amazon	McQuarrie & Mick (1996)	0	0%
	Keller (2003)	2	18,18%
	Forceville (2008)	1	9.09%
	Aristotle (pathos theory), Robert Cialdini (2007)	4	36.36%
	Geoffrey Leech (1969)	0	0%
	Aristotle (ethos, pathos, logos), Kenneth Burke (1991)	4	36.36%

The analysis of Amazon's 2025 advertisement shows that the two dominant functions of figurative language that appear the most are building emotional connection with the audience and strengthening the persuasive power of the message, each 4 times or 36.36%. The function of building an emotional connection, based on Aristotle and Robert Cialdini's pathos theory, shows how Amazon tries to touch the emotional side of its consumers. In many creatives, Amazon is portrayed not just as a shopping service, but as a "friend who understands needs," or a "helper in daily life." This style of language makes audiences feel that Amazon is a part of their lives, not just a technology company. This strategy helps create a psychological bond and loyalty to the brand. For example This phrase appeals to users' emotions—feelings of anxiety or doubt during online shopping—and replaces them with a sense of safety and peace of mind. It's a highly effective form of emotional persuasion (pathos) in building trust and comfort.

The second function of equal frequency is to strengthen the persuasive power of the message based on the ethos, pathos and logos theories of Aristotle and Kenneth Burke. Amazon delivers a narrative that is emotionally evocative (pathos), logical (logos), and supported by a credible brand image (ethos). In this context, figurative language serves to wrap rational and emotional messages in an imaginative and evocative form. For the example Claims like "millions of items" reinforce the logical appeal (logos) of the promotion—users are led to believe they have a better chance of finding what they need. It also creates a sense of reassurance and satisfaction (pathos) through abundance of choice, enhancing both rational and emotional appeal.

The function of building and shaping brand image, according to Keller's (2003) theory, appears 2 times (18.18%). Amazon uses figurative language to reinforce its image as a fast, practical and reliable company. Meanwhile, the function of simplifying technical concepts, according to Forceville (2008), only appears once (9.09%). This reflects that although Amazon has technological elements in its operations (such as AI and automation), its figurative approach is more directed towards emotions and brand values, rather than technical education.

No functions related to attracting audience attention (McQuarrie & Mick) or enhancing memory (Geoffrey Leech) were found. This suggests that Amazon's communication approach tends to focus on building familiarity and credibility, rather than on surprise or flashy wordplay. Overall, the strategy of using figurative language in Amazon's advertising is emotional and persuasive, reflecting a brand identity that is not only efficient in service, but also warm, humanistic and trustworthy. This approach reinforces Amazon's role as a brand that is relevant in consumers' lives, both functionally and emotionally.

4.5 Discussion

Based on the analysis of 80 advertising copywriting data samples from global technology companies in 2025, it can be concluded that the use of figurative language plays a very significant role in brand communication strategies. Figurative language not only serves an aesthetic function but also acts as a strategic rhetorical tool to effectively and attractively convey complex messages. Out of the ten types of figurative language identified by Perrine et al. (2017), eight types were found in the advertisements of the five largest technology companies—Apple, Microsoft, Nvidia, Alphabet (Google), and Amazon. The remaining two types, simile and understatement, were not found, indicating a strong preference for more forceful, explicit, and suggestive styles of expression within the context of technology advertising.

Most Frequently Used Types of Figurative Language. The findings indicate that the most frequently used type of figurative language is metaphor, accounting for 37 instances or 46.25% of the total data. Metaphors are highly favored because of their ability to simplify abstract and technical concepts—such as artificial intelligence, cloud computing, or hardware performance—into visual, imaginative, and accessible language for a broader audience. Metaphors also help reinforce emotional associations between products and user experiences, making advertisements more relatable and memorable.

Following metaphor, the second and third most used types are hyperbole (19 instances or 23.75%) and personification (17 instances or 21.25%). Hyperbole is utilized to exaggerate product features and benefits dramatically, creating a sense

of amazement and superiority in the audience's perception. On the other hand, personification assigns human qualities to technology products, portraying them as more "alive," friendly, and approachable. This technique fosters a stronger psychological connection between the consumer and the otherwise impersonal nature of digital devices and services.

Most Frequently Used Functions of Figurative Language. Beyond its types, this study also explores the functions of figurative language based on six theoretical perspectives from prominent figures in communication and rhetoric: Aristotle (pathos, ethos, logos), Robert Cialdini (emotional persuasion), Kevin Lane Keller (brand image), Charles Forceville (visual and conceptual metaphor), Geoffrey Leech (stylistic linguistics), and McQuarrie & Mick (advertising rhetoric).

The most dominant function found is building emotional connections between the product and the audience, with 37 instances or 46.25% of the total data. This highlights the emphasis on emotional appeal in the communication strategies of modern technology companies. In an industry where many products are intangible and complex, emotional engagement becomes a critical factor in fostering brand affinity and customer loyalty. Today's consumers are no longer merely interested in technical specifications—they also value how a product makes them feel, whether it's secure, empowered, inspired, or proud.

The second most frequent function is shaping and reinforcing brand image and personality, found in 17 instances or 21.25%. The figurative language used in advertisements often implicitly communicates the values and character of a brand. For example, Apple consistently uses words like "magic," "limitless," and "dream," reflecting its identity as a visionary, creative innovator. Symbolic and poetic expressions help create strong brand associations and position the company distinctively in the marketplace.   The third function is simplifying technical concepts, appearing in 14 instances or 17.5%. In the advertising of advanced technology products where terms like AI, neural engines, and cloud systems can be overwhelming for the general audience, figurative language—especially metaphor—becomes a key tool to transform these complex ideas into familiar,

easy-to-understand imagery. As Forceville (2008) states, metaphor helps turn abstract and technical concepts into comprehensible mental images.

Other less dominant yet essential functions include enhancing the persuasive power of the message (6.25%), attracting audience attention (6.25%), and increasing message memorability (2.5%). Although their proportions are smaller, these functions contribute significantly to ensuring that messages are not only informative but also engaging and long-lasting. Figurative elements such as paradoxes or dramatic idioms often create a linguistic surprise that stimulates deeper thinking or emotional response. Meanwhile, stylistic devices like alliteration and rhyme, though rarely used, offer memorability advantages due to their rhythm and sound patterns, which tend to stick in consumers' minds.

Overall, the findings confirm that figurative language is not merely decorative or aesthetic in copywriting, but rather functions as a strategic, multidimensional communication tool. It serves as a bridge between the complex and technical world of technology and the emotional, lay audience. Figurative language connects the logical and rational with the affective and imaginative dimensions of consumers. Through creative metaphors, impactful hyperboles, and personification that humanizes technology, companies can transform sales messages into rich, personalized emotional experiences. Figurative language empowers brands not just to sell features, but also to sell meaning, value, and identity. Amidst the noise of global competition and information overload in the digital ecosystem, the strategic use of figurative language is a key differentiator—one that enhances storytelling, strengthens message appeal, and fosters lasting consumer loyalty.