



Hyperboles Used by A Beauty Influencer in The Beauty Product Reviews Videos on YouTube

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ABSTRACT

This study attempts to analyze hyperboles used by a beauty influencer in the beauty product review videos on YouTube. One of the most famous beauty influencer named Suhay Salim in her beauty product reviews videos on her YouTube channel often applying hyperbolic utterances. By following Claridge (2011) and Cano Mora (2006) theory of hyperbole, the study aims to find out the form of hyperbole that used by Suhay Salim in her beauty product reviews videos, and also how the hyperbolic utterance conveyed and why they used in the ways they are. In order to achieve the aims, the data is in the form of utterances that was selected from two of Suhay Salim's most popular videos which contain skincare products review on her YouTube channel. The study adopts descriptive qualitative research method in order to give detailed explanation in describing the phenomenon. The results

show that Suhay Salim uses six forms of hyperbole such as single word, phrasal, clausal, numerical, comparison and repetition hyperbole. And they are conveyed through variations of words, phrases and clauses. There are found some hyperbolic markers which can be grouped into two hyperbole form. There are found more than one hyperbolic marker in one example. And there are also found some examples have the same hyperbolic utterance. Moreover, the use of the hyperbole makes the utterances during reviewing the products way more attractive, convincing and persuasive which can attracts the viewer's attention and influence them to buy the same product as the reviewer.

Keywords:

Hyperbole, Hyperbolic Utterance, Hyperbole form, Beauty product review video, Beauty influencer

INTRODUCTION

The digital innovation brings forth various social media networks in which YouTube is considered as one of the most popular platforms in the past few years. One of the biggest

communities on YouTube is beauty youtuber. This is because the beauty trend has become even more hyping a worldwide, particularly, in Indonesia. Garcia-Rapp (2016) which refers to a beauty youtuber as a beauty guru defined it as a person usually young women who frequently upload videos advising on makeup and hairstyling techniques and products.

Suhay Salim is considered as one of the most prominent Indonesian beauty influencers on YouTube because she has more than a million followers and numerous viewers got influence by her videos. She usually creates videos about beauty tips, testimonial beauty product reviews, makeup tutorials, and other beauty-related topics. In relation to this, there is something interesting in the way Suhay Salim reviews the beauty products or giving beauty tips that can convince the viewers about the product she reviewed. The language and word choice that is used by her while conveyed the information can capture the viewer's attention and interest as well. The most attractive language style found in the video is the figurative language, particularly hyperbole utterance that she employed in order to describe the products that she reviewed.

Hyperbole is a part of figurative language. Claridge (2011) stated that hyperbole is an expression that exceeds the literal expression and it also contains more semantic attributes of expression something. On the other hand, Callister and Stern (2007) pointed out that hyperboles are figurative expressions involving intentional, exaggerated statements that are not meant for literal interpretation, but provide emphasis, heighten effects, or elicit strong impressions or responses.

Taking this phenomenon into consideration, the researcher considers it is necessary to study hyperbole. Therefore, this study focused on the hyperbolic utterances in Suhay Salim beauty product reviews videos and investigated the hyperbole forms, how they conveyed and attempted to elaborate why are they used in the way they are. The hyperbole theories for this study are adopted from Claridge (2011) and Cano Mora (2006).

METHOD

A qualitative research approach proposed by Miles, Huberman, and Saldana (2014) is adopted in conducting this study. Since this study does not use a statistical procedure, the data of this study is described in form of words, not in numerical. Thus, descriptive research design is applied in conducting this study. The researcher expects it can give a detailed explanation of describing the phenomenon. Moreover, to collect the data, this study employs document analysis method.

The source of data was taken from two most popular beauty product reviews videos which focused on reviewing skincare product by Suhay Salim on her YouTube channel. The videos spoke in Indonesian.

In collecting the data the researcher watching beauty product reviews videos on Suhay Salim YouTube channel, selecting the potential videos which provide many relevant data, transcribing all the utterances in the elected videos, identifying the hyperbolic utterances in the selected videos, translating the hyperbolic utterances into English, analyzing the hyperbolic utterances, presenting the data of the hyperbolic form into a table, drawing a conclusion.

In analyzing the data, a qualitative research approach proposed by Miles, Huberman and Saldana (2014) was adopted. The data analysis is divided into three steps which includes data condensation, data display, and drawing and verifying conclusion. In data condensation, the researcher selects two beauty product reviews videos particularly videos about skincare reviews from Suhay Salim YouTube channel which provide valuable information to this study. Next, the researcher transcribed every utterance in those videos. Afterwards, the researcher identified the hyperbolic utterances in those videos which relevant as the data to the study. And since the videos spoke in Indonesian, the researcher translated them into English. Then, the researcher analyzed those hyperbolic utterances. The analysis was separated into two parts based on the identification of hyperbole, which are “overstatement of numbers and quantities” and “impossible description”, this is in order to make the data easier to be classified in each form. Then, in data display, the researcher organized the data in a form of sentence and for the form of the hyperbolic utterance is organized in form of table, then, the researcher withdraw conclusion to answer the research problems.

RESULTS

The analysis is divided into two sections based on the identification of hyperbole, which are “overstatement of number and quantities” and “impossible description”. And the researcher found 37 relevant data. 25 data are collected from the first video and 12 data are collected from the second video.

Table 1. Data Findings of the Hyperbolic form in Suhay Salim Beauty Product Reviews Videos

No.	The Hyperbolic form	Data Frequency
1.	Single Word Hyperbole	18
2.	Phrasal Hyperbole	8
3.	Clausal Hyperbole	8
4.	Numerical Hyperbole	4
5.	Role of Superlative	0
6.	Comparison	7
7.	Repetition	3
Total		48

Based on the data above, most of the speaker's hyperbolic utterances are using single word hyperbole form with the total amount eighteen utterances. However, there is none of superlative hyperbole form found in the examples. Meanwhile, the amount of phrasal and clausal hyperboles found is equal with the total eight utterances. Numerical hyperbole occurs in four utterances. Comparison hyperbole happens in seven utterances. And the last one is repetition, there is three utterances contain repetition.

Single Word Hyperbole

Single word hyperbole is only occur when there is contain one exaggerated word in an utterance or sentence. It means that the hyperbolic meaning in the utterance or sentence will then disappear if the exaggerated word eliminated from it. This study found 18 data of single word hyperbole. The researcher take the sample of single word hyperbole, describe as follows:

The product: Laneige Multi Cleanser EX

"Gua sih suka banget sama ini, terutama kalau emang lagi ngga sempat pakaiskincare yang jutaan step itu gue biasanya pakai ini"

(I really love this, especially if I don't have time to use skincare with that **millions** of steps, I usually use this)

This utterance is uses the term *jutaan (millions)* as the hyperbolic marker. The word *Jutaan* (millions) is used to explain the steps required by the speaker in doing skincare. The term *jutaan* (millions) refers to unspecified very large number. This word creates hyperbolic meaning because, in fact, no one does skincare with millions of steps. We only

need a few steps to do it. Therefore, the word *jutaan* (millions) is used to avoid saying the specific number of the steps with an exaggerated way. Moreover, the complete sentence is presumably a way to emphasize that there are a lot of steps in doing skincare, but by only using Laneige Multi Cleanser EX can simplify the steps required because it has many benefits. Furthermore, the word *jutaan* (*millions*) is classified into both as single word and numerical hyperbole because there is a single word overstatement quality in the example. Hence, it is categorized as a single word hyperbole form. If the term *jutaan* (*millions*) is removed from the utterance, it will make a huge different of meaning. In addition, since the word *jutaan* (*millions*) exaggerates the number, it also grouped into numerical hyperbole form.

Phrasal Hyperbole

Different from single word hyperbole which contains one exaggerated word, the phrasal hyperbole contains multiple exaggerated words. It is a certain words and senses combination that create hyperbolic meaning. This study found 8 data of phrasal hyperbole. The researcher take the sample of phrasal hyperbole, describe as follows:

The product: Laneige Multi Cleanser EX

“emang ini brand ya sakit jiwa banget menurut gua”

(According to me, this brand is so insane, indeed)

This utterance has the phrase *sakit jiwa* (insane) as the hyperbolic keyword. The phrase *sakit jiwa* (insane) is an adjective phrase which means crazy. It impressed exaggerated utterance in the sentence. However, this phrase cannot be taken as literal. The phrase *sakit jiwa* (insane) in the sentence indicates extremely amazing. The phrase *sakit jiwa* (insane) is presumably a way to express the speaker's amazement at the product. The complete sentence can be interpreted as a meaning that, according to the speaker, the brand is extremely amazing. Furthermore, it can be seen that the phrase *sakit jiwa* (insane) creates hyperbolic in the sentence. Therefore, it is classified into phrasal hyperbole form.

Clausal Hyperbole

The term clausal hyperbole refers to the hyperbolic style in which hyperbole is occurred only by combined the effect of items in two or more clausal constituents. This study found 8 data of clausal hyperbole. The researcher take the sample of clausal hyperbole, describe as follows:

The product: Fresh Rose Face Mask

*"Masker lain yang tentunya tidak bisa gua lewat kan kalau untuk kulit kusam adalah si Fresh Rose Face Mask. ini **gua udah nggak tahu udah berapa kali bahas dia**"*

(Another mask that I certainly can't miss for dull skin is Fresh Rose Face Mask. I don't even know how many times I've talked about this)

This utterance has the clause *gua udah nggak tahu udah berapa kali bahas dia* (*I don't even know how many times I've talked about this*) as the hyperbolic signal. It has a meaning not certain about the amount of something. It indicates countless times. And the complete sentence of this utterance can be interpreted that the speaker has no idea how many times she talked about the product because it is countless. It sounds way too exaggerated. In fact, the speaker maybe just talked about the product in several times. It still can be counted. However, this utterance cannot be taken as literal because that hyperbolic marker in this utterance as the representative of the word frequently. The intended meaning of the hyperbolic utterance is the speaker wants to stress that she *frequently* talked about the product but she avoids saying how many times exactly she talks about the product. Furthermore, this utterance is considered as clausal hyperbole since the hyperbolic marker is formed in a clause.

Numerical Hyperbole

Number occurred frequently to produce the hyperbole meaning in a sentence. In this form, the speaker or writer employs numbers as one way to produce the hyperbolic meaning. This study found 4 data of numerical hyperbole. The researcher take the sample of numerical hyperbole, describe as follows:

The Product: Laneige Water Sleeping mask

*"I know this has been a huge thing since **berjuta-juta** tahun yang lalu tapi gua baru nyoba tahun lalu"*

(I know this has been a huge thing since **millions** of years ago but I just tried it last year)

This utterance using the term *berjuta-juta (millions)* as the hyperbolic marker. *Berjuta-juta (millions)* is an adjective word which refers to an unspecified very huge number. The word *berjuta-juta (millions)* in this utterance is used for explaining the period of time which refers to a very long time. The speaker stated that she knows the product has been a huge thing since millions of years ago. In fact, the product is produced less than two decades, and the speaker not live in million years. Hence, the word *berjuta-juta (millions)* exaggerates the utterance in order to emphasize that the speaker already knows the

product since a long time ago but she just tried it last year. Therefore, the word *berjuta-juta* (*millions*) is presumably used by the speaker for avoiding to tell the specific time of the product been produced. Moreover, since the word millions exaggerates the number, this utterance categorized into numerical hyperbole form. 5. Role of superlative There must be a comparison if there is superlative, and superlative form may be indicated hyperbole. However, this study does not found any superlative hyperbole conveyed by the speaker in the videos.

Comparison

Comparison hyperbole is comparing the entity or aspect in question in such a way to produce a hyperbole meaning. This study found 7 data of comparison hyperbole. The researcher take the sample of comparison hyperbole, describe as follows:

The product: Mild and Thorough Cleansing for Clear & Brighter Skin for All Skin Types

"Dia kayak berbusa lumayan banyak gitu, dan ada scrub-nya kecil-kecil banget kayak ninja, kagak kelihatan"

(It's foaming quite a bit, and there's a very tiny scrub **like a ninja** in it, you can't see it)

The speaker said that there is a very tiny scrub like a ninja in the scrub. The phrase *kayak ninja* (*like a ninja*) in the utterance is likely to be considered as the key of the hyperbolic language. And it is categorized as comparison hyperbole because the speaker adopts the word *kayak* (*like*) to exaggerate the size of the scrub. The utterance compares the scrub's size with ninja as if they have the same quality. Ninja means a person that well-known in Japanese history and folklore. It is described has the ability such as invisibility. The intended meaning by comparing the tiny scrub and ninja is the speaker wants to emphasize that the scrub is so tiny that you can barely see it just like a ninja which is invisible. This is so exaggerated. In fact, the scrub is still can be seen.

Repetition

Repetition for the sake of hyperbole is a phenomenon in spoken language. It frequently appears in conversation. It occurs by just saying 'more of X' and repeating the same X several times. This study found 3 data of repetition hyperbole. The researcher take the sample of comparison hyperbole, describe as follows:

The product: Clear C Peeling Mask

"Lo pakai aja, lo uwek-uwek gitu,abis itu dicuci pakai air dan hasilnya instan langsung cakep seketika"

(You simply use it, rub it, then wash it off with water, and **the result is instant**, immediately looks beautiful **instantly**)

This utterance uses the words *instan* (instant), *langsung* (immediately), and *seketika* (instantly) which have similar meaning in one sentence. Those words indicate a very quicktime. The speaker used those words in order to describe the effect of Clear C Peeling Mask product on the skin. The repetition of those similar words exaggerates the utterance and they intend to give dramatic effect of the utterance in order to convince the viewers.

Moreover, if we take a look at the clause *hasilnya instan langsung cakep seketika* (the result is instant, immediately look beautiful instantly), it indicates hyperbolic because, in fact, there is no skincare product particularly a mask can make someone's face instantly beautiful. That hyperbolic clause is presumably a way to emphasize that the product is really effective in a quicktime works on your face in making your skin be better. Hence, because of the hyperbolic meaning occurred in the form of a clause and within the clause appears the repetition of the similar words, this utterance is considered as both clausal and repetition hyperbole form.

Table 2 Data Findings of the Use of Hyperbolic Utterance in Suhay Salim Beauty Product Reviews Videos

No.	Hyperbole Function	Data Frequency
1.	Giving Specific effect	26
2.	Persuasive Strategy	0
3.	Emphasis	24
4.	Positive Evaluation	8
5.	Negative Evaluation	0
6.	Vagueness	8
7.	Expression of Surprise	1
8.	Contrast of differences	0
9.	Humor	0
10.	Simplification	1
11.	Interest intensification	1
12.	Polite de-emphasis	0
Total		69

In analyzing why the hyperbolic utterances used in the ways they are, one example may be consist more than one function. Based on the data in the table above, most of the

hyperbolic utterances are used for giving a specific effect towards the utterance with the total amount twenty-eight utterances. Meanwhile, there are found twenty-four utterances used for emphasize, eight utterances for positive evaluation, eight utterances for vagueness, one utterance for expression of surprise, one utterance for simplification and one utterance as the interest intensification. However, the researcher does not found any utterance used for persuasive strategy, negative evaluation, contrast of differences, humor, and polite de-emphasis

DISCUSSIONS

In analyzing hyperbolic form in Suhay Salim beauty product reviews videos one example can be categorized into multiple categories. This case is the result of two main reasons. First, one hyperbolic utterance can be classified into two types. Second, one example is possible contains more than one hyperbolic marker.

According to Claridge (2011) there are seven types of hyperbole (i.e. Single word, phrasal, clausal hyperbole, numerical, role of superlative, comparison, and repetition Hyperbole). However, this study only found six types of hyperbole in Suhay Salim's utterances during reviewing skincare in her two videos. They are single word, phrasal, clausal, numerical, comparison, and repetition hyperbole.

The hyperbolic utterances conveyed by the speaker through the variation of words, phrases, and sentences. The amount of the hyperbolic utterances is thirty-eight out of thirty-seven examples. This is due to some examples share the same hyperbolic marker.

Based on the analysis, the single word hyperbole form is the common hyperbolic form used by the speaker during reviewing the beauty product which focuses on reviewing skincare. This is due to the fact as stated by Claridge (2011) single word hyperbole is economic because the best paraphrase mostly longer and less effective. Those single hyperbolic words found in this study have different types such as nomina, pronomina, adjective, adverb, and verb. Most of them are adjective word. However, there is no occurrence of superlative hyperbolic form in the speaker utterances during reviewing that skincare product.

The use of hyperbolic utterance in a speech such as in the video reviewing beauty products about skincare also has taken a great role in making the utterance way more interesting, convincing, persuasive, and noticeable towards the viewers. Furthermore, based on the table 2 it can be inferred that the hyperbolic utterances used by the speaker

shares variation of functions. It used to emphasize, to convince, as the vagueness which is to avoid conveying specific or precise information, to give certain effects, interest intensification, simplification and some others to achieve positive discourse such as expressing surprise, compliment and amazement. All of these hyperbolic functions headed to the purpose to capture the viewer's attention that causing the viewer's interest and curiosity towards the product and ended up that they will buy the product that the speaker reviews. Reviewing beauty products without hyperbolic utterance will make the utterances less interesting, persuasive and convincing.

CONCLUSIONS

From the study, it was found six out of seven types of hyperbolic in Suhay Salim two beauty product reviews videos. They are; single word, phrasal, clausal, numerical, comparison and repetition hyperbole. And the most frequently form used is single word hyperbole due to its economical and effectiveness. Meanwhile, there is none of superlative hyperbole found in the utterances in those two videos.

Furthermore, the hyperbolic utterances in those two videos conveyed through variations of words, phrases and clauses. There were found some hyperbolic marker which can be grouped into two hyperbole classification. There were also found more than one hyperbolic markers in one example. Moreover, there were some examples have the same hyperbolic utterance.

Another conclusion is that the use of the hyperbole makes the utterances during reviewing the products way more attractive, convincing and persuasive which can attracts the viewer's attention and influence them to buy the same product as the reviewer.

The researcher hopes this research can be used as reference for the future study on hyperbole. Since there may be some possible limitation in this study, the researcher suggests for the next researcher to explore the study about hyperbole wider. And the researcher also suggests the future studies should be done on the other figure of speech in other beauty product reviews videos.

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