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Hyperbole and Personification Used by Food Reviewers on TikTok Application as Promotion Strategy

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Abstract. *The increasingly advanced digital world also has an impact on shifting the way the world community trades. One of them is promotional media which is increasingly being carried out on social media such as Facebook, Instagram and TikTok. This research examines various language styles in food reviewers in promoting Eat Sambel. This research data focuses on comparative language styles (personification) and contradiction language styles (hyperbole). The purpose of this research is to describe and explain the style of language used and its meaning by food reviewers in promoting Eat Sambel products. The research method used in this study is qualitative descriptive. Data collection techniques use documentation techniques. Based on the results of data analysis found in several food reviewer videos on the TikTok application, the figure of contradiction (hyperbole) was more dominant than the figure of comparative (personification). In other words, these food reviewers prefer to highlight the products they are reviewing rather than comparing them with other products which will later lead to debating.*

Keyword: *Figures of Speech, Hyperbole, Personification, Endorsement, Food Review*

Abstrak. Dunia digital yang semakin maju berdampak pada pergeseran cara masyarakat berdagang. Salah satunya adalah media promosi yang semakin banyak dilakukan di media sosial seperti Facebook, Instagram dan TikTok. Penelitian ini mengkaji berbagai gaya bahasa para peninjau makanan dalam mempromosikan Eat Sambel. Data penelitian ini berfokus pada gaya bahasa perbandingan (personifikasi) dan gaya bahasa kontradiksi (hiperbola). Tujuan dari penelitian ini adalah untuk mendeskripsikan dan menjelaskan gaya bahasa yang digunakan dan maknanya oleh *food reviewer* dalam mempromosikan produk Eat Sambel. Metode penelitian yang digunakan dalam penelitian ini adalah deskriptif kualitatif. Teknik pengumpulan data menggunakan teknik dokumentasi. Berdasarkan hasil analisis data yang terdapat pada beberapa *video reviewer* makanan di aplikasi TikTok, figur kontradiksi (hiperbola) lebih dominan dibandingkan dengan figur perbandingan (personifikasi). Dengan kata lain, para food reviewer ini lebih memilih menonjolkan produk yang mereka *review* daripada membandingkannya dengan produk lain yang nantinya akan menimbulkan perdebatan.

Kata Kunci: *Bahasa Kiasan, Hiperbola, Personifikasi, Endorsement, Tinjauan Makanan*

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1   Introduction

TikTok is a popular social media platform that allows users to create and share short videos. TikTok is featuring various content such as dancing, challenges, promotion, and other creative performances. The widespread use of the TikTok application among the public, especially in teenagers to adults, has made the Tiktok application a popular and widely used social media at this time since the era of the covid-19 pandemic. Besides that, TikTok can be a powerful tool for promotion and marketing purposes. Some ways in which TikTok can be used as a promotion application, such as influencer marketing. Many brands collaborate with TikTok creators or influencers to promote their products or services such as skincare, foods, etc. Those influencers have a large and engaged following, which can help increase brand awareness and reach a target audience.

The need for social media is growing. There is no day without social media, especially Tiktok. Various kinds of services or promotions that are found when using this application so that it becomes an attraction for its users. The number of things that are trying to be offered in this application that try to attract and entertain users so that it raises the desire to buy and try the products offered. A product or service producer certainly packs the products offered very well and attractively and uses capable influencers in communicating to promote products. The more people who buy this product, the more famous the product is so that many people want to try it, bringing up some food reviewers who buy and try it and then create content about the product purchased. In doing so, certain food reviewer or now they called as food vlogger used certain kind of speech and techniques to attract viewers, one of it is the used of figure of speech.

Figure of speech is one part of language style. Perrine (1992), states that figure of speech is a language that does not use language in general or is another way of saying something other than the usual way or in this case the language used. Figure of speech is a form of expression used to convey meaning or heighten effect, often by comparing or identifying one thing with another that has a meaning or connotation familiar to the listener. Tarigan and Djago (2009) divided figure of speech into four categories such as (1) figure of comparative, namely simile, metaphor, allegory, antithesis, redundancy, personification, periphrasis. (2) figure of contradiction, namely hyperbole, litotes, climax, paradox, oxymoron, and irony. (3) figure of linkage, namely synecdoche, alusio, euphemism, antonomasia, erotica, parallelism, asindeton. (4) figure of repetition, namely alliteration, epizeukis, anaphore, mesodylopsis, anadylopsis. However, in this research, the researchers just focus on figures of comparative (personification) and figures of contradiction (hyperbole.) Due to several related researches, this two types of figure of speech more likely used in promoting.

Furthermore, the objective of this study is to find out the figures of speech (hyperbole and personification) and the meanings that are used by food reviewers for the product 'Eat Sambel' in the TikTok application. This kind of research has been done by Adha, (2020), in his research, Adha as a researcher analyzed "Gaya Bahasa Dalam Mempromosikan Objek Wisata Sumatera Utara Pada Akun Instagram @tripsumbar". He researched figures of speech through the

Instagram caption @explorebali. From the results of his research, there are 36 language styles namely personification, simile, hyperbole, metaphor. The similarities between the research conducted by Adha and the researchers' research are the similarities in researching figures of speech, but what distinguishes it is the object of research and the focus of what style of language is studied. Adha's research object is Instagram captions, while the researcher's research object is the food reviewer on the TikTok application. Then, the researchers just focus on Hyperbole and Personification.

Another research is from Sari et al., (2021) entitled "*Analisis Gaya Bahasa Dalam Film Dilan 1990 Karya Pidi Baiq*" (Analysis of figures of speech in the Dilan 1990 Film by Pidi Baiq). There are 85 figures of speech in dialogue quotes in the film Dilan 1990 by Pidi Baiq. Those are figures of comparative (30 dialogue quotations), figures of contradicting (5 dialogue quotations), figures of satire (28 dialogue quotations), figures of repetition (22 dialogue quotations). The similarity of the research conducted by Sari, et. al., with the researcher's research is the similarity in examining the figures of speech of the speakers in the video. However, the difference between Sari, et. al., with the researchers' research is the object. Sari, et. al., used Dilan 1990 film as the object of the research, while the researcher's research used the food reviewers on TikTok application as the object for research. The results found in Sari, et. al., research found more figures of speech and the more dominant figures of speech in Pidi Baiq's Dilan 1990 film is figures of comparative.

2   Method

The type of method used in this research is a descriptive approach qualitative, which is the activity of this research in solving the problem by means of data analysis (Moleong, 2010). Furthermore, according to Bogdan and Taylor (2002), qualitative research is research that produces descriptive data, namely in the form of words in spoken or written form from people or behaviors that are observed. This research lasted for six months. Where the first month is the selection of data. The second month transcribes data in the form of video to text data. Then months 3-6 are data analysis and article completion.

The source of the data in this study was taken from several videos of TikTok account users who participated in promoting or reviewing Eat Sambel products. Some of the TikTok accounts that we have used as data sources are *@tamarajessica, @eatsambel, @sedaapyahuiiii, @angelinngel, @maudyytt, @chris_putra_ifbbpro, @xvtree, @hani.dhara, @rrduuu, and the last @atinmardiyanii*. While the data taken is a figure of speech that was used by the account user in promoting the eat sample product. In collecting data, the technique used is by means observation and notes. In other words, the data in this study were obtained in a way to watch and understand the contents of the video posted by the account *@tamarajessica, @eatsambel, @sedaapyahuiiii, @angelinngel, @maudyytt, @chris_putra_ifbbpro, @xvtree, @hani.dhara, @rrduuu, and the last @atinmardiyanii* then record post data that contains language styles.

The technique used in analyzing the data is to use meaning analysis technique, namely by first reading the data that has been found, then translated it meaningfully and classified the data into the table based on the type of language style put forward by Keraf (2004). Then the researcher conducted an in-depth discussion and take the conclusion. The data in this study used several food review videos on the TikTok application which of the data focussed on figures of comparative (personification) and figures of contradiction (hyperbole). The data is collected into one to make it easier to find the video. Here is the link drive:

https://drive.google.com/drive/folders/1TM__-1pe-hKHurYkzqYA1nhCPQbu0XnS

3   Results and Discussion

In this case we took data from the product 'Eat Sambel' review on TikTok. We took several TikTok accounts to become our data including the @eatsambel, @angelinngel, @tamarajessica and @sedaapyahuiiii accounts. We analyzed what figure of speech they used in reviewing Eat Sambal. Figure of speech is a form of figurative language to get an atmosphere in a sentence to make it livelier. We can easily understand that a figure of speech can be an expression that can animate a sentence. Figure of speech deviates from the meaning of a word that is commonly used. Below are the results of our research on the data we have analyzed;

3.1   Hyperbole

Hyperbole is a type of figurative language that contains statements that exaggerate in number, size or nature with the intention of emphasizing a statement or situation to intensify, increase the impression and influence. This language style involves words, phrases, or sentences (Tarigan, 2009: 55).

From the Table 1, on the TikTok account *@eatsambel*, the utterance is classified into hyperbole. The video can be seen in the drive link on video 1. In the phrase "....... rasanya secandu itu ges" means the product will make people addicted to consume it. It is categorized as hyperbole because the reviewer exaggerates the product so that the customers are interested in buying it. Then look in the phrase "Makan sama Eat Sambel mana mungkin bisa nolak". The video can be seen in drive on video 2. That phrase means that every time if there is an Eat Sambal product, the speaker can never refuse to eat it. It shows that the food reviewer wants to make people curious so that people are interested in tasting it.

In the second data, the video can be seen in the drive on video 3, so the researchers found a style of hyperbole on the *@angelinngel* TikTok account, the hyperbole style lies in the sentence "..... enak banget, kenapa gue baru tau sekarang?" The sentence implies to customers that they have to know it's this good but on the Angelinngel tiktok account it's made in excess. This is a marketing trick so that customers are curious about the taste of Eat Sambel Product. In the same video, the researchers found other hyperbole word, there is a style of hyperbole for the word, "Woy ini bisa setiap hari gue makan. Nyesal beli 2 box sayang banget harusnya beli 10 box" actually the sentence implies to customers to try the Eat Sambel product because it's that delicious. Hyperbolic language style is a marketing trick to attract customer interest.

Table 1. Hyperbole in promotions Eat Sambel by food reviewers

Accounts	Sentences/Phrases	Minutes
@eatsambel	"Jadi enggak heran kalau rasanya secandu itu gess"	00.21 – 00.25
	"Makan sama Eat Sambel mana mungkin bisa nolak"	00.14 - 00.16
@angelinngel	"Ya ampun enggak salah masuk fyp teross, enak banget, kenapa gue baru tau sekarang"	01.18 – 01.27
	"Woy ini bisa setiap hari gue makan. Nyesal beli 2 box sayang banget harusnya beli 10 box"	01.32 – 01.47
@tamarajessica	"Kita makan nasi satu *rice cooker*"	00.12 – 00.14
@maudyytt	"Enak banget, mau nangis"	01.51 – 01.54
@chris_putra_ifbbpro	"Sekali nyoba langsung ketagihan"	00.55 – 00.57
@xvtree	"Enak banget sumpah"	00.34 – 00.35
@hani.dhara	"Coba dari dulu ada sambel ini, pasti bakalan memudahkan segala urusan perut anak kost"	00.30 - 00.35

In the third data, the video can be seen in drive on video 4 is the TikTok account *@tamarajessica*, the utterance is also classified into hyperbole. In the sentence "Kita makan nasi satu *rice cooker*" means that the speaker wants to eat all the rice in the rice cooker due to eating the product from Eat Sambal. It's too much if people eat all the rice in the rice cooker. The speaker just wants to express that the product will make people want to eat again and again.

In the fourth data on the TikTok account *@maudyytt* the researchers found alo hyperbole style that can be seen in drive on video 5. In the sentence "Enak banget, mau nangis" It means that the food reviewer responded to the product hyperbole because it used the word 'mau nangis' which stated that the Eat Sambel product was so delicious that it was speechless that it made people interested in trying it.

In the fifth data on the TikTok account *@chris_putra_ifbbpro*. The video can be seen in drive on video 6. "Sekali nyoba langsung ketagihan" means even though it's the first time people try it, they will be addicted to it so they keep on buying Eat Sambel products. This phrase is categorized as hyperbole because if you just try it once or once you taste it, not everyone will be addicted. Some will probably adapt to the taste of the product purchased first.

The sixth data on the *@xvtree* TikTok account also found the hyperbole word especially in the sentence "Enak banget sumpah" that can be seen in drive on video 7. The sentence means that the Eat Sambel product is very delicious and tries to convince the video audience to buy and try the product by adding the word 'sumpah' to make the sentence a hyperbole word because the word is a very convincing review that the product is very delicious.

The last data is on the TikTok account @*hani.dhara*. The video can be seen in drive on video 8. In the sentence "Coba dari dulu ada sambel ini, pasti bakalan memudahkan segala urusan perut anak kost". It means when the speaker was a boarding college student, there were no Eat Sambel products yet. She thinks that if Eat Sambel products have existed for a long time, the boarding house of such college students won't have any trouble finding food, especially with Eat Sambel products. This sentence is categorized as hyperbole because Eat Sambel's products are not necessarily affordable for boarding college students who, as is well known, do not have a lot of money.

3.2   Personification

Personification is a style of language that treats inanimate objects as if living things have human characteristics. According to Tarigan (2009) personification is a type of figure of speech that places human characteristics on inanimate objects and abstract ideas.

Table 2. Personification in promotions Eat Sambel by food reviewers

Accounts	Sentences	Minutes
@sedaapyahuiiii	"Hari ini aku mau makan eat sambel " **si sambel paling sombong"** karena satu-satunya sambel yang yang berani balikain uang 100 % kalau tidak enak"	00.01-00.07
@rrduuu	"Ini cuminya gak **pelit** sama sekali"	00.09-00.11
@atinmardiyanii	"Kalau makan sambel ini tuh, kalian gak perlu mengeluarkan lagi **teman** nasi yang banyak"	00.13 – 00.17
@eatsambel	"Sambel cumi emang gak bikin **bete**"	00.39 – 00.42

From the data above on the TikTok account @*sedaapyahuiiii* it can be seen in the drive on video 9, where the personification style lies in the sentence "Si sambel paling sombong". This sentence shows that the word sambel (food) seems to be able to behave arrogantly like humans. By using personification, the sentence actually implies that the " Eat Sambel" has a good taste and the product can guarantee its quality to everyone and it will even pay 100% if the product is not delicious. This is a trick used to attract the attention and interest of people to buy the product Eat Sambel.

In data 2 on the TikTok account @*rrduuu*, the personification style lies in the sentence "Ini cuminya ngak pelit sama sekali" that can be seen in drive on video 10. This sentence shows that 'cumi' (inanimate object) seem to be able to behave like humans, namely stingy to others. By using personification, this sentence means that the "Eat Sambel" product with the squid variant, provides a lot of squid so that consumers can taste it well.

In data 3 on the TikTok account @*atinmardiyanii*. It can be seen in drive video 11, the researchers found the personification style lies in the sentence "kalian gak perlu lagi teman nasi yang banyak". This sentence shows that 'nasi' (inanimate object) seems to have friends as well as humans who have friends. By using personification, this sentence means that consumers who

taste this Eat Sambel don't have to prepare a variety of side dishes to eat. Even just with eggs, eating this "eat sambal" is delicious to serve.

The last but not least is in the fourth data on TikTok account @*eatsambel* , the researcher found personification style lies in the sentence "Sambel cumi emang gak bikin **bete**" it can be seen in drive video 12. The sentence shows that the 'sambel' word (inanimate obejct) feelings of bete with other people. Using this personification sentence states that the squid sauce from the Eat Sambel product makes anyone who eats it not taste bete because it tastes very good.

Based on the results of the research, it can be derived that the use of figurative language for food reviewers in promoting Eat Sambel on social media TikTok that the use of hyperbolic language is more dominant in promoting Eat Sambel by food reviewers than personification language. Figure of speech is very helpful in promoting Eat Sambel products and this has become one of the marketing techniques in the business world to attract customers.

In the data that we analyzed accounts that review Eat Sambel products, they also pay attention to choosing the right words to express the taste of Eat Sambel products with words that are familiar to Indonesian people to hear, added with figurative language to make the nuances of the meaning conveyed in a how to use hyperbole and personification. In the business world this is commonplace. They will do anything in advertising their products and creativity is also required in advancing the market for their products. So don't be surprised if we often encounter this around us. Not only in promoting one product, this kind of things is also happen when you promote tourism site (Safira et al., 2023), and also to attract audience in literary art (Fikry Prastya Syahputra & Mendrofa, 2022). In the end, all of these strategies lead to consumer decisions to buy products or use the services they offer. What's more, all the uses of this figure of speech will later form the brand image of the goods/services that they offer, and this brand image is also a determining factor in buying decisions (Gultom et al., 2022).

4   Conclusion

Based on the Results and Discussion, can conclude that language style is not only used in scientific/literary works but can be used in the business world, for example in the case we are analyzing. This phenomenon becomes a very interesting study of language because, in the end, the role of language is real in the economic field, especially in matters of promotion. There is a need for further studies with more diverse topics, deeper analysis, and more varied data sources.

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