



TABLE OF CONTENTS

COVER	i
APPROVAL SHEET	ii
PERNYATAAN BEBAS PLAGIARISME	iii
LEMBAR PERNYATAAN PUBLIKASI	iv
ACKNOWLEDGEMENTS	v
LIST OF TABLES	ix
ABSTRACT	x
INTISARI	xi
CHAPTER I INTRODUCTION	1
1.1 Background of the study	1
1.2 Research Question	8
1.3 Objective of the study	8
1.4 Focus and Scope of Research	8
1.5 Literature Review	9
1.6 Presentation	13
CHAPTER II THEORETICAL FRAMEWORK AND RESEARCH METHODS	15
2.1 Introduction	15
2.2 Theoretical Framework	15
2.2.1 Semantic	15
2.2.2 Figurative Language	18
2.2.3 Hyperbolic Expressions	23
2.2.4 Social Media	28
2.2.5 Instagram	29
2.3 Method of the Research	33
2.3.1 Method of Data Collection	33
2.3.2 Method of Data Analysis	34
CHAPTER III THE TYPES AND PURPOSES OF HYPERBOLIC EXPRESSIONS FREQUENTLY FOUND IN SKINCARE POSTS	37
3.1 Introduction	37



HYPERBOLIC EXPRESSIONS IN SKINCARE PRODUCT POSTS ON INSTAGRAM

KHANSA AVISSA SALSABILA, Dra. Rio Rini Diah Moehkardi, M.A.

Universitas Gadjah Mada, 2024 | Diunduh dari <http://etd.repository.ugm.ac.id/>

UNIVERSITAS
GADJAH MADA

3.2 Comparison	40
3.3 Phrasal Hyperbole	42
3.4 Clausal Hyperbole	45
3.5 The Role of Superlative	48
3.6 Numerical Hyperbole	50
3.7 Single-Word Hyperbole	54
3.8 Repetition Hyperbole	57
CHAPTER IV CONCLUSION	60
REFERENCES	63
APPENDIX	66