

**FIGURATIVE LANGUAGE USED IN MARKETING  
DESCRIPTION OF LIP PRODUCTS ON BRAND  
WEBSITE : PRAGMATICS ANALYSIS**

**THESIS**



By :

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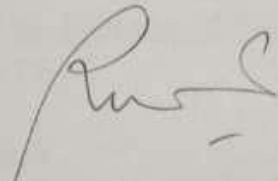
**ENGLISH EDUCATION DEPARTMENT  
FACULTY OF TEACHING AND EDUCATION  
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### APPROVAL SHEET

This thesis of Amana Auliya Soekandar NPM 21620021 with the title *"Figurative Language Used in Marketing Description of Lip Products on Brand Website : Pragmatics Analysis"* has been accepted and approved to undertaken in Thesis Examination of English Education Department Faculty of Teaching and Education Wijaya Kusuma Surabaya University.

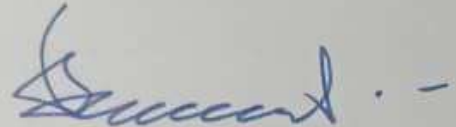
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## **MOTTO**

**“Whatever Will and Has Happened, It Will Pass”**

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Surabaya, 18 June 2025

The Researcher

## **PREFACE**

Praise be to Allah Almighty, for endless blessings and guidance that have enabled the researcher to complete this thesis entitled “Figurative Language Used in Marketing Description of Lip Products on Brand Website : Pragmatics Analysis” as one of the requirements to obtain a Bachelor’s degree at Wijaya Kusuma Surabaya University.

This thesis was written to fulfill the academic requirements of the English Education Department, the completion of this research would not have been possible without the support, guidance, and contributions of many people.

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Despite the researcher’s efforts, this thesis is by no means perfect. Therefore, constructive criticism and suggestions are warmly welcomed for the improvement of future work.

Hopefully, this thesis will be useful and contribute meaningfully to further academic studies and research in the relevant field.

Surabaya, 18 June 2025

The Researcher



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## ABSTRACT

Soekandar, Amana Auliya (2025) *Figurative Language Used in Marketing Description of Lip Products on Brand Website : Pragmatics Analysis*. Thesis of English Education Department. Faculty of Teaching and Education. Wijaya Kusuma Surabaya University.

Advisors : 1. Dr. Ribut Surjowati, M.Pd.  
2. Dr. Supeno, M.Hum., M.Pd.

This study is categorized as a descriptive qualitative that discusses figurative language in advertisements, particularly in description of lip products from Rhode, R.E.M Beauty, and Rare Beauty on their brand website. This study analyzing the use of figurative languages in the description of lip products of these brands, this research applied the theory from Geoffrey N. Leech in 1969 as the main theory and pragmatics framework as the study of this research. The method involves identifying the types of figurative language which appear in the description of lip products from Rhode, R.E.M Beauty, and Rare Beauty. The findings highlight the use of figurative language in the description of lip products are metaphor, simile, hyperbole, and personification. Personification has been used 50% in the description of lip products from Rhode, R.E.M Beauty, and Rare Beauty.

Keywords : Figurative Language, Pragmatics, Advertisements, Brand Website, Rhode Skin, R.E.M Beauty, Rare Beauty.