STYLISTICS FEATURES ON TELEVISION ADVERTISEMENT ABOUT MEN TREATMENT

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ABSTRACT

Advertisement is one of the communication tools used to deliver messages, ideas, and advice, and sometimes it offers the product or service in order to make people interested in buying and using it. One of the advertisements is about treatment that is usually used by women and is identical with women, but nowadays men also need some kinds of treatment like that. In this paper, we intend to discuss the men's treatment advertisements on television. Some ways that we can see from these advertisements are the language styles that appear on the advertisement as the form of information utterance and the ways to get the interests of men to try and buy it, so that this advertisement uses special language styles. In this paper, we use the stylistics approach to analyze the television advertisements on men's treatment. The research methods are qualitative and descriptive. First, we search for valid data, then we describe the data based on the theory, and lastly, we analyze the data. The result of the research shows that phonological, lexical, syntactic, semantic, and morphological features occur in men's treatment advertisements. The semantic features appear more intensely in the advertisements, especially the personification form and the morphological features in the form of affixation. There are some words that exaggerate their meanings. They use these kinds of stylistic features because they want to persuade consumers to buy the products.

Keywords: *Advertisements, Stylistics approach, Stylistics features*

INTRODUCTION

Based on the phenomenon of metrosexual men that appears nowadays, men are aware of their performance. They also need to look good anytime and anywhere. This phenomenon makes the cosmetics company produce the cosmetics, which are usually for women but now also for men. So that is why lots of men's treatment advertisements appear in every medium, such as television. Among the other media, television is one of the fastest ways to promote a product because it is watched by a lot of people, but on the other side, its short duration limits its effectiveness. It becomes challenging for the company to make an interesting advertisement. Thus, the stylistic feature is one of the language strategies used by the advertisers to make the ads interesting. This paper analyses the stylistic features that appear in Indonesian television advertisements about men's treatment.

Television advertising is one of the most effective tools nowadays to promote a product in society. It became popular because (1) people watch television; (2) people pay attention to the advertisements on television; and (3) the advertisement maker

makes TV advertisements by using interesting words to increase the sales of the product. One of the ways to make the audience interested in the product is through the use of stylistic features in the television advertisement. So the analysis of stylistics becomes important to do. This research will produce a stylistic feature that appears in the television advertisement. This study reports the results of the research dealing with the stylistic features, including 1.) What are the stylistic features occurring in men's treatment advertisements? and 2.) What are the stylistic features that mostly appear in those advertisements?

Review of Literature
Stylistic
Stylistic is a branch of linguistics that focuses on analyzing and researching language styles which have emerged and used by people. Therefore many language styles can be researched and analyzed. Stylistics is the linguistic study that deals with expressive resources and the style of language. The style is the language usage of the speaker or the writer in a specific way. In stylistics, there is a variety of language styles that can be seen in a situational distinctive use of language, such as in advertising, in politics, in newspapers, and so on.

As stated by Verdonk (2002), stylistics is the research of styles, which can be characterized as the analysis of distinctive expressions in language, as well as the description of their purpose and impact. Different stylistics academics dispute on how such analysis and description should be undertaken, as well as how their relationship should be established.

Based on Lawal (1997), style is a language element that involves the selection of diction, phrases, sentences, and linguistic components within a document. The goal of the stylistic analysis is to provide a linguistic interpretation of the literary meaning and determine the impact of the literary works.
These are the basic stylistic features of this study:
1. Phonology
    Phonology is the part that consists of the systematic and functional properties of sound in language, It is also concerned with the description of language. By this sense phonology refers to sub discipline of linguistics According to Crystal (2008;45) Phonology is a branch of linguistics that concerned with studying sound pattern of the language and how these sounds are organized to produce a meaningful pattern. So, Phonology is the research study of sounds. This feature examines sound patterns, word development, and utterances via the systematic use of sound in language.
    There are many types of sounds, for example:
    1. Assonance: It is the repetition of vowel sounds in the same line.
    2. Consonance: Consonance is the repeated use of consonant sounds in a single line.
    3. Consonance is the repetition of consonant sounds in the same line.
    4. Alliteration: Alliteration is the repetition of both vowel and consonant in the same line, it may occur initially or in the mid of words or at the end of the words.
    5. Meter: A rhythmical unit.
    6. Onomatopoeia: It refers to the words that suggest the sounds of the things or the sense (Phonological qualities include repetition, alliteration, consonance, and assonance).

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2. Lexical

   The lexical feature deals with the use of particular word which may influence the whole series of other word. The term lexicon refers to a language's whole vocabulary. This feature analyzes the words used in a language. It refers to word classes, conjunctions, and particles.

3. Syntax

   In linguistics, "syntax" refers to the rules that govern the ways in which words combine to form phrases, clauses, and sentences. The term "syntax" comes from the Greek, meaning "arrange together." Syntax is the study of how words fit together to produce sentences. This feature looks at the types of phrases, clauses, and sentences.

4. Semantic

   Semantics is the study of meaning that is used to understand human expression through language. It is concerned with the relationship between signifiers, like, words, phrases, signs and symbols and what they stand for in reality, their denotation. It makes a relationship between a word and the sentence through their meanings.
   This section looks at the figurative character of speech and rhetorical strategies. The figurative nature of utterances, including similes, metaphors, personification, hyperbole, and so on.

5. Morphology

   Morphology is the branch of linguistics that deals with words their internal structure and how they are formed. Johann Wolfgang von Goethe (1749-1832), a German poet, novelist, playwright, and philosopher, coined the term morphology in the nineteenth century for a biological context. This word is of Greek origin. The term 'morph' refers to shape or form, and morphology is the study of forms. Morphology is the study of word structures. In linguistics, it is the recognized interpretation and explanation of the structure of a language's morpheme and other linguistic components such as words, affixes, and so on.

Advertisement

An advertisement is a message that takes the shape of a promotion for food, goods, or any other idea that is meant to be seen by a large audience. The goal is to draw attention to the promotion and encourage people to purchase the product. One way that we can introduce what we want to sell to a large number of people is through placing advertisements. Print media and online media can be used for advertising anywhere. Advertisements are used to announce significant events in addition to selling products and helping people. Advertisements can be interpreted in a variety of ways, and there is a vast range of interpretations available. Paying attention to sentence structure is important while writing advertisements to avoid writing them carelessly. There are a variety of language styles that can be employed to write commercials that will pique the interest of the target audience.

   Thus, one of the promotion's sub-variables is advertising. To put it simply, an advertising is a written or visual piece that uses a medium to present a product to the public. An advertisement is the non-personal information that is presented about a

brand, product, business, or establishment in exchange for a charge. The goal of advertising is to sway consumers' opinions about a product or brand by appealing to their feelings, knowledge, beliefs, attitudes, and perceptions.

METHOD
Data Source
The source of the data is the television advertisements about men's treatment, which were shown on Indonesian television. The data was taken from www.youtube.com, and it was displayed on TV. There are 5 samples of advertisement products: Pond's Men, Men's Biore, Garnier Men Charcoal Foam, Garnier Wasabi Foam, and Vaseline Man.

Data Collection Procedures
We employ the qualitative approach because the data is in the format of words, and we do not use percentages or charts in our research. By listening, observing, and investigating the occurrence of stylistic features in Indonesian advertisements, we collect, categorize, classify, and describe them to find out the stylistic features that appear in those advertisements.

Data Analysis
This study uses a qualitative and descriptive method because we will point out the usage of stylistic features that appear in television advertisements. In general, the descriptive research process indicated above follows an inductive research model (Alwasilah, 2002: 119) that includes:
1. Collecting data.
2. Questioning
3. Create categories.
4. Identifying patterns (theory)
5. Develop a theory or compare patterns to existing ideas.

FINDINGS AND DISCUSSIONS
Stylistic Features in Men's Treatment Advertisements
Phonology

Table 1. Phonological Features

Phonological Features	Advertisement	Statements	Frequency
Alliteration	Pond's Men (Indo)	**S**ebagai pria, kerja **s**eharian membuat **s**aya lelah tapi hal ini bagian dari pekerjaan **s**aya.	/s/ is repeated 4 times
		Tidak hanya menghilangkan minyak, **k**otoran dan **k**ulit **k**usam.	/k/ is repeated 3 times
		Pond's men Energy Charge **F**acial **F**oam.	/f/ is repeated 2 times
	Men's Biore (Indo)	**M**en's Biore, **M**en's **M**e.	/m/ is repeated 3 times
		Energizing White **t**ampil **t**erbaik.	/t/ is repeated 2 times
Consonance	Men's Biore (Indo)	Energiz**ing** white, brighten**ing** beads nya angkat kotoran.	/ing/ is repeated 2 times
Repetition	Men's Biore (Indo)	**Men's** Biore, **Men's** Me	Repeated 2 times
	Pond's Men (Indo)	"Kusam"	Repeated 2 times
		"Cerah berenergi"	Repeated 3 times
	Garnier Men Charcoal Foam (Indo)	"magnet"	Repeated 2 times
		"Charcoal"	Repeated 3 times
	Garnier Men Wasabi Foam (Indo)	"jerawat"	Repeated 4 times

From the phonology table above, there are 3 kinds of phonology features appear in the advertisement; alliteration, consonance and repetition. The table provided lists phonological features used in Indonesian language advertisements and statements, along with examples and the frequency of their occurrence. Phonological features relate to the sounds and sound patterns in language, which can be used to create rhythm, emphasis, and memorability in advertising. Here is a breakdown of the phonological features listed in the table:

1. Alliteration

   Pond's Men (Indo): Alliteration is the occurrence of the same letter or sound at the beginning of closely connected words. In the advertisement, the sound /s/ is repeated four times in the phrase "Sebagai pria, kerja seharian membuat saya lelah," the sound /k/ is repeated three times in "Tidak hanya menghilangkan minyak, kotoran dan kulit kusam," and the sound /f/ is repeated twice in "Pond's men Energy Charge Facial Foam."

   Men's Biore (Indo): The sound /m/ is repeated three times in "Men's Biore, Men's Me," and the sound /t/ is repeated twice in "Energizing White tampil terbaik."

2. Consonance

   Men's Biore (Indo): Consonance is the repetition of consonant sounds within words or sentences. In the advertisement, the sound /ing/ is repeated twice in "Energizing white, brightening beads nya angkat kotoran."

3. Repetition

   Men's Biore (Indo): Repetition is the act of repeating sounds, words, phrases, or clauses. In the advertisement, "Men's Biore, Men's Me" is repeated twice.

   Pond's Men (Indo): The word "kusam" is repeated twice, and the phrase "cerah berenergi" is repeated three times.

   Garnier Men Charcoal Foam (Indo): The word "magnet" is repeated twice, and the word "Charcoal" is repeated three times.

   Garnier Men Wasabi Foam (Indo): The word "jerawat" is repeated four times.

These phonological features are used strategically in advertising to make slogans and messages more catchy and memorable. They can also help to reinforce brand names and key product benefits in the minds of consumers.

Lexical

Table 2. Lexical Features

Lexical Features	Advertisement	Statements
Personal pronouns	Pond's Men (Indo)	Saya, -mu
	Garnier Men Wasabi Foam (Indo)	Kamu, dirimu, aku

The next feature that we find is lexical feature. And there are only two advertisements used the lexical features, Pond's Men and Garnier Men Wasabi Foam. The table provided lists lexical features, specifically personal pronouns, used in Indonesian language advertisements and statements. Lexical features refer to the choice of words and the way they are used to convey meaning. Personal pronouns are words that replace names of people, places, things, or ideas. The following is a breakdown of the personal pronouns listed in the table:

1. Pond's Men (Indo)
   "Saya", this is the formal form of "I" or "me" in Indonesian. "-mu", this is a possessive pronoun suffix that means "your." It is attached to the end of a word to indicate possession.
2. Garnier Men Wasabi Foam (Indo)
   "Kamu", this is an informal form of "you" in Indonesian. "Dirimu", this means "yourself" and is a reflexive pronoun that refers back to "kamu" (you). "Aku", this is the informal form of "I" or "me" in Indonesian.

Personal pronouns are used in advertisements to create a personal connection with the audience, making the message feel more direct and engaging. The choice between formal and informal pronouns can also reflect the brand's tone and the target demographic. For example, using "kamu" instead of "anda" (the formal version of "you") can make the advertisement feel more casual and relatable, potentially appealing more to a younger audience.

Syntax

Table 3. Syntactic Features

Syntactic Features	Advertisement	Statements
Phrasal level	Pond's Men (Indo)	"Kulit kusam" (Adjective phrase)
		Get Recharge (Verb phrase)
	Men's Biore (Indo)	"Terik matahari" (Noun phrase)
	Vaseline men (Indo)	"Sinar matahari" (Noun phrase)

Another features that we observed is Syntax, and there are three men treatment advertisements apply syntax feature, Pond's Men, Men's Biore and Vaseline Men. The table above provided lists syntactic features at the phrasal level found in Indonesian language advertisements and statements. Syntactic features refer to the grammatical structures and arrangements of words within sentences. Here is a breakdown of the phrasal-level syntactic features listed in the table:

1. Pond's Men (Indo)
   "Kulit kusam" (Dull skin) is an adjective phrase consisting of a noun ("kulit") modified by an adjective ("kusam").
   "Get Recharge" is a verb phrase, although it appears to be a direct translation from English and may not be grammatically correct in Indonesian. In proper Indonesian, it might be translated as "Dapatkan Pengisian Ulang" or "Peroleh Kekuatan Kembali," depending on the context.
2. Men's Biore (Indo)
   "Terik matahari" is a noun phrase consisting of a noun ("matahari") modified by a verb or adjective ("terik").
3. Vaseline Men (Indo)
   "Sinar matahari" is a noun phrase consisting of a noun ("sinar") modified by another noun ("matahari").

These phrasal-level syntactic features are used to construct the messages in the advertisements and statements, helping to convey the intended meanings and create imagery that resonates with the target audience. The use of adjective phrases, verb phrases, and noun phrases is common in advertising to highlight product benefits, create emotional connections, and communicate effectively with consumers.

Semantic

Table 4. Semantic Features

Semantic Features	Advertisements	Statements
Simile	Garnier Men Charcoal Foam (Indo)	Seperti magnet menarik seluruh kotoran. Mau menarik seperti magnet.
Metaphors	Pond's Men (Indo)	Pond's membuat wajah cerah berenergi.
	Garnier Men Charcoal Foam (Indo)	Sensasi Cool.
Personification	Pond's Men (Indo)	Pond's Men membuat wajah cerah berenergi. Tapi juga mencerahkan dan membuat wajah berenergi.
	Garnier Men Wasabi Foam (Indo)	Bakteri bisa nyerang kamu dimana aja. Terus lawan dan kurangi bakteri. Jerawat karena bakteri, tangkis dengan Garnier Men Acno Fight Wasabi Foam.
	Garnier Men Charcoal Foam (Indo)	Wajah bersih total. Gampang menyerap kotoran dan polusi. Seperti magnet, menarik seluruh kotoran.
	Men's Biore (Indo)	Brightening beads nya angkat kotoran dan kulit kusam. Crystal powder yang menyerap keringat.
Hyperbole	Vaseline Men (Indo)	Super wajah bebas kusam walau panas-panasan
	Garnier Men Wasabi Foam (Indo)	Dengan kekuatan ekstra wasabi yang lembut
	Garnier Men Charcoal Foam (Indo)	Wajah bersih total
Metonymy	Vaseline men (Indo)	Cuci muka dan pakai Vaseline Men Moisturiser SPF untuk perlindungan optimal dari sinar matahari dan polusi
	Pond's Men (Indo)	Pond's Men Energy Charge Facial Foam tak hanya menghilangkan minyak, kotoran dan kulit kusam
Rhetoric	Pond's Men (Indo)	Jadi mau wajahmu tetap kusam dan terlihat lelah setiap hari?
	Garnier Men Charcoal Foam (Indo)	Mau menarik seperti magnet?

The table above provided lists various semantic features used in Indonesian language advertisements and statements. Semantic features refer to the meanings and the ways in which language is used to convey these meanings, often through the use of figures of speech and other rhetorical devices. As we observe in the Semantic table above, in those advertisements, we detected six semantic features: simile, metaphor, personifications, hyperbole, metonymy, and rhetoric. Here is a breakdown of the semantic features listed in the table:

1. Simile
   Garnier Men Charcoal Foam (Indo): The advertisement uses a simile by comparing the product's ability to attract dirt to that of a magnet ("Seperti magnet menarik seluruh kotoran"). "Mau menarik seperti magnet" is a statement that uses simile to express the desire for the product's effect.

2. Metaphors
   Pond's Men (Indo): The advertisement uses a metaphor by suggesting that Pond can make the face bright and energetic ("Pond's membuat wajah cerah berenergi").
   Garnier Men Charcoal Foam (Indo): The advertisement uses a metaphor with "Sensasi Cool" to imply a refreshing feeling without explicitly stating it.

3. Personification
   Pond's Men (Indo): The advertisement personifies the product by suggesting that Pond's Men can make the face bright and energetic ("Pond's Men membuat wajah cerah berenergi").

Garnier Men Wasabi Foam (Indo): The advertisement personifies bacteria by suggesting they can attack you ("Bakteri bisa nyerang kamu dimana aja").

Garnier Men Charcoal Foam (Indo): The advertisement personifies the face by suggesting it can be totally clean ("Wajah bersih total").

Men's Biore (Indo): The advertisement personifies the brightening beads by suggesting they lift dirt and dull skin ("Brightening beads nya angkat kotoran dan kulit kusam").

4. Hyperbole

Vaseline Men (Indo): The advertisement uses hyperbole to emphasize the effectiveness of the product in keeping the face free from dullness even in hot conditions ("Super wajah bebas kusam walau panas-panasan").

Garnier Men Wasabi Foam (Indo): The advertisement uses "hyperbole," a term that suggests something is extra or special, to describe the wasabi power ("Dengan kekuatan ekstra wasabi yang lembut").

Garnier Men Charcoal Foam (Indo): The advertisement uses "hyperbole" to emphasize the total cleanliness of the face ("Wajah bersih total").

5. Metonymy

Vaseline Men (Indo): The advertisement uses metonymy by referring to sun protection and pollution as reasons to use Vaseline Men Moisturizer SPF ("Cuci muka dan pakai Vaseline Men Moisturiser SPF untuk perlindungan optimal dari sinar matahari dan polusi").

Pond's Men (Indo): The advertisement uses metonymy by mentioning the product's ability to remove oil, dirt, and dull skin as part of its benefits ("Pond's Men Energy Charge Facial Foam tak hanya menghilangkan minyak, kotoran dan kulit kusam").

6. Rhetoric

Pond's Men (Indo): The advertisement uses a rhetorical question to engage the audience and suggest the undesirable alternative of having a dull and tired-looking face ("Jadi mau wajahmu tetap kusam dan terlihat lelah setiap hari?").

Garnier Men Charcoal Foam (Indo): The advertisement uses a rhetorical question to engage the audience and suggest the desirable effect of the product ("Mau menarik seperti magnet?").

These semantic features are used to create engaging and persuasive messages in the advertisements and statements, aiming to appeal to the target audience and promote the benefits of the products.

Morphology

Table 5. Morphological Features

Morphological Features	Advertisements	Statements
Affixation	Vaseline Men (Indo)	Melindungi (prefix: Me-, suffix: -i)
		Perlindungan (prefix: Per-, suffix: -an)
	Garnier Men Wasabi Foam (Indo)	Kekuatan (prefix: ke-, suffix: -an)
		Sayangi (suffix: -i)
	Pond's Men (Indo)	Membuat (prefix: mem-)
		Menghilangkan (prefix: Meng-, suffix: -kan)
	Garnier Men Charcoal Foam (Indo)	Menyerap (prefix: me-)
		Menarik (prefix: me-)
	Men's Biore (Indo)	Menyerap (prefix: me-)
		Mengkilap (prefix: meng-)

The table above provided lists various morphological features found in Indonesian language advertisements and statements. Morphological features refer to the ways in which words are formed and modified through the combination of morphemes (the smallest grammatical units). In Indonesian, as in many other languages, this often involves the use of affixes such as prefixes, suffixes, infixes, and circumfixes. Here is a breakdown of the morphological features listed in the table:

1. Vaseline Men (Indo)
   The brand name "Vaseline Men" does not exhibit affixation as it is a proper noun and a brand name. "Melindungi" uses the prefix "Me-" and the suffix "-i" to form a verb. "Perlindungan" uses the prefix "Per-" and the suffix "-an" to form a noun.
2. Garnier Men Wasabi Foam (Indo)
   "Kekuatan" uses the prefix "ke-" and the suffix "-an" to form a noun. "Sayangi" uses the suffix "-i" to form a verb.
3. Pond's Men (Indo)
   "Membuat" uses the prefix "mem-" to form a verb. "Menghilangkan" uses the prefix "meng-" and the suffix "-kan" to form a verb.
4. Garnier Men Charcoal Foam (Indo)
   "Menyerap" uses the prefix "me-" to form a verb. "Menarik" uses the prefix "me-" to form a verb.
5. Men's Biore (Indo)
   "Menyerap" uses the prefix "me-" to form a verb. "Mengkilap" uses the prefix "meng-" to form a verb.

The table shows examples of Indonesian words from advertisements and statements that are formed using affixation. The prefixes "Me-", "Meng-", "Ke-", and "Per-" and the suffixes "-i", "-an", and "-kan" are commonly used to create verbs, nouns, and adjectives in Indonesian. These morphological features are essential for understanding how words are constructed and how they convey different meanings in the Indonesian language.

Stylistics Features Mostly Appear in the Advertisements.

Table 6. Stylistics Features

No.	Advertisements	Stylistic	Stylistic Features
1.	Pond's men	Phonology	Alliteration, Repetition
		Lexical	Personal pronoun,
		Syntax	Phrasal level
		Semantic	Metaphors, Personification, Metonymy, Rhetoric
		Morphology	Affixation
2.	Men's Biore	Phonology	Alliteration, Consonance, Repetition,
		Lexical	-
		Syntax	Phrasal level
		Semantic	Personification
		Morphology	Affixation
3.	Garnier Men Charcoal Foam	Phonology	Repetition
		Lexical	-
		Syntax	-
		Semantic	Simile, Metaphors, Personification, Hyperbole, Rhetoric
		Morphology	Affixation
4.	Garnier Wasabi Foam	Phonology	Repetition
		Lexical	Personal pronoun
		Syntax	-
		Semantic	Personification, Hyperbole
		Morphology	Affixation

5.	Vaseline Men	Phonology	-
		Lexical	-
		Syntax	Phrasal level
		Semantic	Hyperbole, Metonymy
		Morphology	Affixation

The table above provided lists various advertisements for men's skincare products and the stylistic features used in each. These features are categorized into phonology, lexical, syntax, semantics, and morphology. Here is an explanation of the stylistic features for each advertisement:

1. Pond's Men

   Phonology: It uses alliteration and repetition to create a rhythmic and memorable message.

   Lexical: It employs personal pronouns to create a personal connection with the audience.

   Syntax: It utilizes phrasal-level structures to construct sentences.

   Semantics: it employs metaphors, personification, metonymy, and rhetoric to convey meanings and engage the audience.

   Morphology: It uses affixation to create words and convey specific meanings.

2. Men's Biore

   Phonology: It employs alliteration, consonance, repetition to create a catchy and rhythmic message.

   Syntax: It uses phrasal-level structures in sentence construction.

   Semantics: It uses personification to give human-like qualities to products or concepts.

   Morphology: It utilizes affixation in word formation.

3. Garnier Men Charcoal Foam

   Phonology: It uses repetition to reinforce key words or concepts.

   Semantics: It employs simile, metaphors, personification, hyperbole, and rhetoric to create vivid imagery and engage the audience.

   Morphology: It applies affixation in word formation.

4. Garnier Wasabi Foam

   Phonology: It uses repetition to emphasize certain points.

   Lexical: I uses personal pronouns to create a personal connection.

   Semantics: It employs personification and hyperbole to create engaging and exaggerated statements.

   Morphology: It utilizes affixation in word formation.

5. Vaseline Men

   Syntax: It employs phrasal-level structures in sentence construction.

   Semantics: It uses hyperbole and metonymy to create impactful messages and refer to related concepts indirectly.

   Morphology: It applies affixation in word formation.

   These stylistic features are used to make the advertisements more engaging, memorable, and persuasive. They help to create a brand voice, convey the benefits of the products, and connect with the target audience on an emotional or intellectual level.

CONCLUSION

In accordance with the research, Indonesian television advertising contain complete stylistic features. It illustrates the phonological, lexical, syntactic, semantic, and morphological aspects. We identify phonological features in television advertising, such as consonance, assonance, alliteration, and repetition. In lexical features, they use personal pronouns. They adopt phrasal level for syntactic elements. In the context of semantic features, they combine metaphors, personification, hyperbole, simile, metonymy, and rhetoric. Additionally, they implement affixation to convey characteristics of morphology. Moreover, nearly all of the advertisements are in long sentences, which can have an impact on the duration of them. Exaggerated effects are used in Indonesian television advertising to convince and encourage customers to buy and use their products. The response to the final research question is that the semantic features emerge more intensely in the research, especially the personification form and the morphological features in the form of affixation. It happens because the producers describe the items as if they were human individuals capable of resolving the problems in the advertisements. Using these kind of stylistic qualities, advertisers can improve communication with consumers, make items more appealing, and increase their popularity, allowing them to achieve their purchase goals and product popularity.

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