

## 4. FINDINGS AND DISCUSSION

In the fourth chapter, the writer presents the result of the data analysis. The writer analyzed the data based on figurative language theory by Harris (2018). This chapter is divided into two parts. The first part 4.1 explains each type of figurative language. The second part 4.2 explains the meaning of the sentences in the contexts of Instagram advertisement posts.

### 4.1 Figurative Language Used in Advertisements Instagram Posts on *Love and Deepspace* Account

According to Harris (2018), there are eleven types of figurative language: simile, analogy, metaphor, catachresis, metonymy, synecdoche, personification, allusion, eponym, apostrophe, transferred epithet. In this section, the writer analyzes the types of figurative language as found in 40 *Love and Deepspace* Instagram posts. Some posts may contain more than one type of figurative language, i.e. post 14 contains simile (14.1), personification (14.2) and post 24 contains transferred epithet (24.1) and personification (24.2). The explanations on each type of figurative language are provided below.

#### 4.1.1 Simile

Simile is a comparison of two different objects that have one similar characteristic (Harris, 2018). Below are two examples of similes used in advertisements Instagram posts on *Love and Deepspace*.

a. Sentence 14.1 - Now **it's like a glowing light bulb**.

The word "it's" in sentence 14.1 refers to the alien drawn by the player, Galaxy Kid, the mascot of Xavier's character. This alien is designed to reflect Xavier's personality, which is playful, innocent, and full of charm. The sentence compares Galaxy Kid to a light bulb using the word "like", which is a simile. At first, this comparison may seem unusual because it connects two very different things, Galaxy Kid, a fictional alien drawing, and a light bulb, a common household object. However, the simile works by highlighting their shared physical and emotional qualities, both give off warm and positive vibes. The Galaxy Kid wears a helmet that gives it a round shape, making it look bright, cute, and friendly, that looks like a glowing light bulb.

- b. Sentence 32.3 - The hydrangeas she left at the hospital were blooming nicely, but **they recently started drooping from the heat, just like her slouching at midday.**

Zayne, as a doctor, explains the player's condition when feeling tired, hot, and lazy during the summer. Sentence 32.3 uses a simile by comparing the player's posture "slouching" and condition to the life of a flower, specifically a hydrangea, using the word "like." The sentence describes how a hydrangea blooms beautifully at first but slowly begins to wilt. This comparison is very distinct, because it connects two different things, a flower, which is an object and a human's physical state. It shows that, like flowers, people are also alive. At first, someone might feel full of energy, but over time, especially in the summer heat, they can start to feel physically and emotionally drained, just like flowers that fade when they get older and do not receive enough care. The image of a wilting flower is easy to imagine and helps clearly show how someone might feel when they are tired.

#### 4.1.2 Analogy

An analogy is a comparison between two different things that highlights their similarities (Harris, 2018). There is no analogy found in advertisement Instagram posts on *Love and Deepspace*.

#### 4.1.3 Metaphor

Metaphor compares two different things by stating that the subject is the image (Harris, 2018). Below are two examples of metaphors used in advertisements Instagram posts on *Love and Deepspace*.

- a. Sentence 22.1 - **If you want to tame me**, you'll need more than that.

The word "tame" in sentence 22.1 is used figuratively, not literally. It does not mean the player is actually training Sylus like an animal. Instead, it describes the process of gaining his trust and understanding him. In the game *Love and Deepspace*, Sylus is shown as the powerful and mysterious leader of a criminal organization called Onychinus. He is known for being unpredictable, dangerous, and emotionally guarded. His tough personality, morally gray choices, and dark past make him seem untouchable. However, deep down, Sylus is capable of love and care. He is someone who protects the people he truly trusts, but he does not open up easily. To "tame" Sylus means to create a bond strong enough that he willingly chooses to protect and care for the player, despite his

dangerous background. In this way, “tame” is a metaphor for emotional connection and relationship development, where love and trust help Sylus open up and show his true feelings.

- b. Sentence 38.1 - I wish **I can be your sanctuary** until the end of time, in your eyes.

The word “sanctuary” in sentence 38.1 is used as a metaphor, not in the literal sense of a physical place like a shelter. Instead, it expresses Xavier’s wish to become a source of peace, safety, and emotional comfort for the player he loves. A sanctuary is a place where someone feels calm, protected, and free from danger. When Xavier says, “I wish I can be your sanctuary,” he means he wants to be that safe and comforting presence in the player’s life, especially during difficult times. The phrase “until the end of time” shows his unwavering commitment, it means this promise is forever. The phrase “in your eyes” makes the message more personal, showing that what matters most to Xavier is how the player sees and remembers him. He wants to be someone the player can always rely on, someone who brings peace and comfort.

#### **4.1.4 Catachresis**

Catachresis is the use of incorrect grammar to convey a powerful image (Harris, 2028). There is no catachresis found in advertisement Instagram posts on *Love and Deepspace*.

#### **4.1.5 Metonymy**

Metonymy replaces the name of something with something connected with it (Harris, 2018). Below is an example of metonymy used in advertisements Instagram posts on *Love and Deepspace*.

- a. Sentence 19.1 - It’s time to bring the culprit to **justice!**

The sentence 19.1 is a metonymy because the word “justice” stands in for the act of punishing someone for doing wrong. Instead of directly saying “punish the culprit,” the sentence uses “justice” as a more powerful word. In the *Love and Deepspace* game, the player and the characters have a mission to fight the Wanderer Heartbreaker, an alien enemy that causes emotional damage, makes couples break up, and leaves people with broken hearts. So, the word “justice” also reflects the characters’ emotional commitment to doing what is right, not just defeating enemies, but protecting people’s hearts and relationships. The sentence shows that the

story is not just about battles, but also about love, the player and the character's duty to protect humans.

#### 4.1.6 Synecdoche

Synecdoche replaces a term partly or fully (Harris, 2018). There is no synecdoche found in advertisement Instagram posts on *Love and Deepspace*.

#### 4.1.7 Personification

Personification is when non-human things are given human qualities (Harris, 2018). Below are two examples of personifications used in advertisements Instagram posts on *Love and Deepspace*.

- a. Sentence 1.1 - **The ice cream scoops have to undergo a great challenge every time they go out. They must resist eating the boat** before reaching their destination!.

Sentence 1.1 is a personification because it gives human-like qualities to something non-living. The sentence describes the ice cream scoops plushie as if it has human thoughts, emotions, and behaviors. In both real life and the game, a plushie is just a soft toy used for collection. It cannot think, feel, or act like a human. However, in this sentence, the scoops are described as going through challenges and resisting temptation to eat the banana boat. These are human actions, which suggest that the plushie has a mind of its own and the ability to make decisions.

- b. Sentence 15.1 - This **little snowman tries to smile** everyday.

Sentence 15.1 is a personification because it gives a human-like ability to an inanimate object, a snowman drawing. The snowman, which is Zayne's mascot, is described as "trying to smile." This is something only living beings, especially humans, can do. A snowman, whether it is made of snow or just a drawing, cannot move its face, feel emotions, or make an effort to smile. But in the sentence, the snowman is treated as if it can think and express feelings like a person. It also reflects Zayne's personality, although he is not expressive, he still makes an effort to show care in his own way.

#### 4.1.8 Allusion

An allusion is when a famous person, place or event is briefly mentioned (Harris, 2018). Below are two examples of allusions used in advertisements Instagram posts on *Love and Deepspace*.

- a. Sentence 6.1 - **The legendary chaste and mysterious animal**, if encountered, can start an unlimited period of good luck.

Sentence 6.1 is an allusion because it refers to a unicorn, a famous mythical creature that appears in many legends and stories across different cultures. The sentence does not directly name the unicorn but calls it a “legendary and chaste mysterious animal,” assuming that readers will recognize the description. The plushie in the picture is shaped like a unicorn, which is not just a random animal. Unicorns are often seen as symbols of good fortune, innocence, and power, even if they have never seen one in real life. The sentence says that “if encountered, can start an unlimited period of good luck,” alludes to the magical beliefs surrounding unicorns in folklore.

- b. Sentence 34.4 - **In Swan's Oath, the prince and princess passed the test of true love**. And out here in real life, we're also living our own **happily ever after**.

Sentence 34.4 is an allusion because it refers to the well-known fairy tale phrase “happily ever after,” often used in stories like Cinderella or Sleeping Beauty. This phrase is not explained in detail because most people already know it from childhood stories as the classic ending where the stories usually end with the main characters finding true love and living together in peace and happiness forever. In the sentence, Rafayel talks about “Swan’s Oath,” an event love story in the game, and then says that he and the player are living their “own happily ever after.” This allusion connects the fantasy of a fairy tale with their relationship, suggesting their love feels magical and lasting, just like in those lovely stories.

#### 4.1.9 Eponym

An eponym is when a name of a famous person is used to represent the characteristics they are known for (Harris, 2018). There is no eponym found in advertisement Instagram posts on *Love and Deepspace*.

#### 4.1.10 Apostrophe

An apostrophe is when a speaker addresses anything directly (Harris, 2018). There is no apostrophe found in advertisement Instagram posts on *Love and Deepspace*.

#### 4.1.11 Transferred Epithet

A transferred epithet occurs when an adjective is used to modify a noun in an unusual way (Harris, 2018). Below is an example of a transferred epithet used in advertisements Instagram posts on *Love and Deepspace*.

- a. Sentence 24.1 - Even when a heavy snowfall covers all, the footprints left on that **silent snowy night** remain in someone's memory.

Sentence 24.1 is a transferred epithet because the adjective "silent" is used to modify the noun "night", even though silence is not a literal quality of the night itself. Usually, silence is a condition typically associated with the atmosphere, environment, or human condition. Time itself cannot be silent, but by transferring the adjective to "night," the sentence evokes a figurative sense of calm and peace. The phrase "silent snowy night" symbolically reflects Zayne's feelings to remember precious memories.

#### 4.2 Meanings of Sentences Containing Figurative Language Used in the Context of Advertisements Instagram Posts on *Love and Deepspace* Account

In this section, the writer analyzes how sentences combine verbal and non-verbal elements to convey their full meaning based on denotative and connotative theory by Jackson (2013), the message of the advertisements, and the creator's intended purpose. The explanations are provided below.

- a. Sentence 14.1 - Now it's like a glowing light bulb.

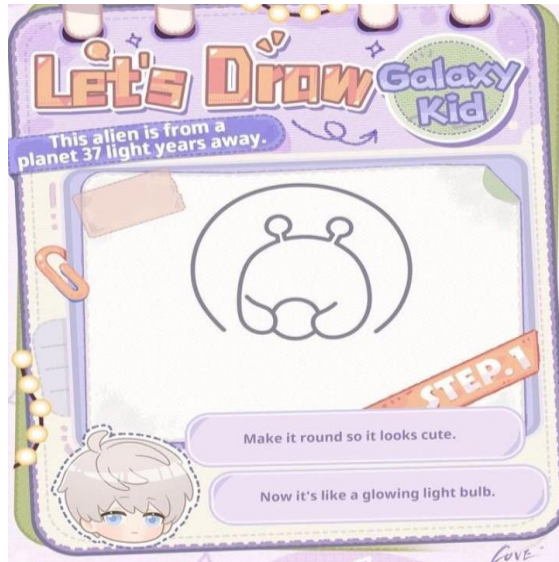


Figure 4.1 Xavier Drawing Galaxy Kid

Source: Screenshot from the official *Love and Deepspace* Instagram account (Love and Deepspace, 2024c).

The advertisement invites players to participate in a creative activity called “Let’s Draw Galaxy Kid,” where they are encouraged to complete the drawing of Galaxy Kid, the alien mascot of Xavier. Verbal elements like “Let’s draw Galaxy Kid” and “Step 1” provide instructions. Visually, Galaxy Kid is shown half-finished, wearing a helmet but missing a face and lower body, giving a mystery vibe. Xavier’s friendly comments like “Now it’s like a glowing light bulb” use figurative language to create a friendly and supportive atmosphere that encourages player confidence. Denotatively, it means the drawing looks like the shape of a glowing light bulb. Connotatively, comparing it to a glowing bulb suggests ideas like creativity, curiosity, and brightness, which match with the friendly and supporting atmosphere. The use of purple, a color associated with creativity, imagination, and mystery, matches the space theme and Xavier’s personality. Since purple is Xavier’s main color, using it in the visuals helps to make it easily recognized by the viewers. Overall, the figurative language and visual design in the ad work together to show that the creator wants viewers to enjoy being creative and see the drawing activity as a fun and meaningful opportunity to feel more connected to Xavier.

- b. Sentence 22.1 - **If you want to tame me, you'll need more than that.**



Figure 4.2 Sylus No Defense Zone

Source: Screenshot from the official *Love and Deepspace* Instagram account (Love and Deepspace, 2024f).

The Instagram post promotes a limited-time card called “No Defense Zone”, featuring Sylus. Visually, he appears in a dark black, intimate setting with a confident gaze, an open shirt, and a black choker, giving off a seductive and mysterious vibe. The figurative sentence “If you want to tame me, you’ll need more than that” is used as the main verbal element. Denotatively, it means that Sylus is challenging the viewer to try harder to win him over. Connotatively, the word “tame” is often used to describe controlling wild animals, which here symbolizes Sylus’s emotional resistance and a power dynamic between him and the player. Although he looks vulnerable, his words show that he is emotionally guarded and in control. The figurative language highlights Sylus’s strong personality and romantic tension. The message of the ad is to show Sylus as someone who is not easily won over, appealing to viewers who enjoy mysterious or emotionally complex characters. The creator uses both the visuals and language to make viewers feel drawn in, encouraging them to engage with the story and build a deeper relationship with Sylus.

c. Sentence 19.1 - It's time to bring the culprit to justice!

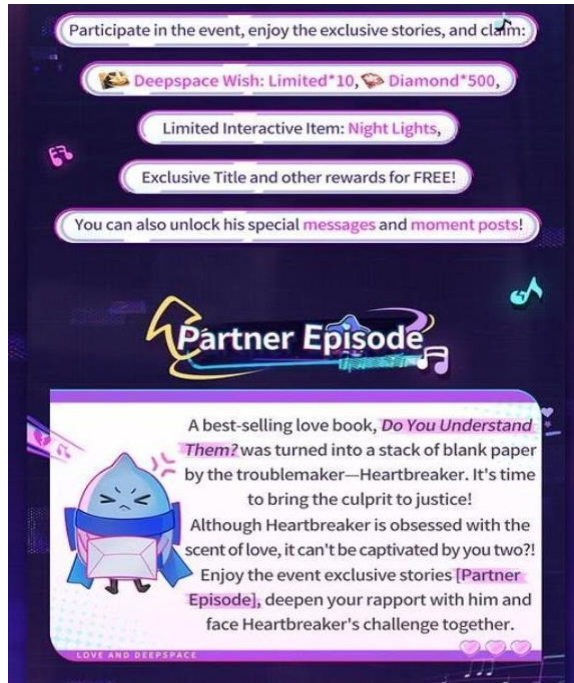


Figure 4.3 Heartbreaker Partner Episode

Source: Screenshot from the official *Love and Deepspace* Instagram account (Love and Deepspace, 2024e).

The Instagram post promotes a story event featuring Heartbreaker as the enemy who must be stopped. The line “It’s time to bring the culprit to justice!” function as a call to action and use metonymy to make the story feel dramatic. Denotatively, it refers to punishing Heartbreaker, the wanderer responsible for breaking couples apart. Connotatively, the words “culprit” and “justice” bring in legal and moral ideas, framing Heartbreaker as a villain and making the situation feel serious and important. Visually, the use of purple-pink colors, heart symbols, and music notes adds a playful atmosphere, while Heartbreaker’s cartoonish blue color suggests sadness and represents his role in breaking couples apart. The message of the ad is to pull players into a story where love and teamwork are tested. The figurative language helps make the mission feel meaningful and heroic. The creator uses both the visual and verbal elements to grab the player's interest by making them become a hero in the story.

- d. Sentence 1.1 - **The ice cream scoops have to undergo a great challenge every time they go out. They must resist eating the boat before reaching their destination!.**



Figure 4.4 Banana Boat Plushie

Source: Screenshot from the official *Love and Deepspace* Instagram account (Love and Deepspace, 2024a).

The post introduces a new plushie called Banana Boat. Verbal elements like “new plushie at Twinkle Toys” and “rate up” inform viewers that it has just been added to the claw machine and will appear more often for a limited time. Visually, the plushie design features scoops of ice cream sitting on a banana, resembling a banana split. The bright yellow color evokes feelings of happiness and optimism while also creating urgency. The sentence “The ice cream scoops have to undergo a great challenge every time they go out. They must resist eating the boat before reaching their destination!” use personification to give a short story to make the plushie seem alive like a human. Their determined expressions in the visuals, looks like they’re on a mission. Denotatively, the sentence means the ice cream scoops face a challenge each time they go out. Connotatively, the idea of resisting the urge to eat their boat suggests patience and self-control. The message of the ad is to show that the plushie is not just a prize, but a symbol of the player’s effort and determination in the claw machine game. By giving the plushies a playful and cute backstory, the creator makes the plushie more lovable and emotionally appealing to viewers.

- e. Sentence 15.1 - This little snowman tries to smile everyday.



Figure 4.5 Zayne Drawing Snowman

Source: Screenshot from the official *Love and Deepspace* Instagram account (Love and Deepspace, 2024d).

The ad invites viewers to join "Let's Draw Happy Snowman," where they can express creativity by drawing Zayne's mascot. Zayne also provides step-by-step guidance and positive feedback, making the activity fun and interactive. Friendly and encouraging language is used to help viewers feel confident, even if they are unsure about their drawing skills. Visually, the Snowman is shown with a small strip mouth trying to smile, giving him a cute and approachable personality. The use of blue color reflects both the snowy theme and Zayne's identity, creating a calm, relaxing atmosphere. The sentence "This little snowman tries to smile every day" uses personification making it expressive. Denotatively, it describes a little snowman that makes an effort to smile every day. Connotatively, the phrase "tries to smile every day" suggests determination and quietly dealing with struggles while trying to stay positive. The ad's message encourages viewers to do their best like the snowman, even if it's difficult. The creator uses this sentence and the visual design to make the snowman feel like a relatable and comforting figure, and to persuade viewers to take part in the drawing activity.

- f. Sentence 6.1 - **The legendary chaste and mysterious animal**, if encountered, can start an unlimited period of good luck.



Figure 4.6 Fairymare Plushie

Source: Screenshot from the official *Love and Deepspace* Instagram account (Love and Deepspace, 2024b).

The post promotes a limited-time plushie called Fairy-Mare in the game *Love and Deepspace*. Denotatively, it informs players that a new plushie, featuring unicorn-like horn, rosy cheeks, and yellow bowtie is now available in the Twinkle Toys claw machine. The phrase “rate up” means it will appear more frequently for a short period. Connotatively, the line “The legendary chaste and mysterious animal, if encountered, can start an unlimited period of good luck” alludes to a unicorn, which is often seen as a symbol of luck. Denotatively, it refers to a magical plushie that brings good fortune. Connotatively, it suggests that the plushie holds a special meaning, symbolizing magic and blessing. This adds emotional value, making it feel valuable rather than just a collection. Visually, purple pastel colors, sparkles, and a dreamy background enhance its magical appearance. The message of the ad is to encourage players to win the plushie before the time runs out. The creator uses visual and verbal elements to persuade viewers that the plushie is not just cute, but a symbol of blessing and a treasure in their relationship with the in-game character.

- g. Sentence 24.1 - Even when a heavy snowfall covers all, the footprints left on that **silent snowy night** remain in someone's memory.



Figure 4.7 Zayne Midnight Silence

Source: Screenshot from the official *Love and Deepspace* Instagram account (Love and Deepspace, 2024g).

This Instagram advertisement features the character Zayne from *Love and Deepspace*, introducing his new outfit called "Midnight Silence". The sentence "Even when a heavy snowfall covers all, the footprints left on that silent snowy night remain in someone's memory" uses a transferred epithet. Denotatively, the sentence describes how footprints can still be remembered even after being covered by snow. Connotatively, the "footprints" symbolize meaningful memories that last a long time. The phrase "silent snowy night" suggests calmness, which matches with Zayne's calm and thoughtful personality. Visually, Zayne is portrayed standing still and composed, dressed in elegant black winter clothing. His long coat draped over his shoulders, along with the black suit and gloves, gives him a formal and gentlemanly appearance. The message of the ad is to show Zayne as someone who holds onto special memories with the player. The creator combines figurative language and visuals to attract viewers by sparking curiosity about Zayne's feelings and portraying him as a caring character.