**THE USE OF FIGURATIVE LANGUAGE IN COPYWRITING OF TECHNOLOGY COMPANIES**

**Penggunaan Bahasa Kiasan pada Penulisan Iklan pada Perusahaan Teknologi**

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| Received : 21-07-2025  Revised : 07-08-2025  **Accepted: 08-10-2025**  **Keywords:**  Figurative Language,  Copywriting,  Technology Advertisement,  Marketing Communication. | **Abstract** |
| This study aims to identify the types of figurative language used in the advertising copywriting of global technology companies and analyze its communicative function in conveying messages to the audience. The background of this study is based on the complexity of technology products, which are often difficult for the general public to understand, thus requiring a creative and persuasive communication approach. This study employs a descriptive qualitative method with text analysis techniques on 80 copywriting data from the top five technology companies according to Forbes in 2025, namely Apple, Microsoft, Nvidia, Amazon, and Alphabet. The analysis results indicate that metaphor, hyperbole, and personification are the most dominant types of figurative language used. The primary function of figurative language in technology advertising is to build an emotional connection with the audience, shape brand image, and simplify technical concepts. These findings confirm that figurative language not only enhances the message but also serves as an effective communication strategy to bridge the gap between technology products and consumers. This study is expected to serve as a reference for developing more humanistic and emotional marketing communication strategies in the digital age. |

**INTRODUCTION**

The rapid development of technology in recent decades has changed the way humans interact, work and communicate. These innovations include not only hardware such as computers and smartphones, but also artificial intelligence (AI), Internet of Things (IoT), big data, and cloud computing. These changes encourage companies, especially in the technology sector, to continuously innovate their marketing communication strategies. However, the complexity of technology products that often use technical terms creates a distance with general consumers. Therefore, advertising plays an important role in simplifying the message and bringing technology products closer to a wide audience.

One of the strategies used to convey messages more effectively is the use of figurative language. Figurative language such as metaphors, similes, and personification not only embellish advertising messages, but are also able to build emotional connections, simplify technical concepts, and increase consumer appeal and recall of products. Several studies such as those conducted by McQuarrie and Mick (1996) and Forceville (2008) show that figurative language in advertising encourages cognitive elaboration and strengthens persuasive power.

Major technology companies such as Alphabet, Nvidia, Meta, Apple, and Amazon are proven to utilize figurative language in their advertising copywriting. This style of language helps to explain the benefits of the product in a more compelling manner and establish a strong brand image. However, there is limited research on the use of figurative language in the context of global technology company advertising, especially in digital advertising in 2025. Most of the previous studies focus more on the visual aspects or consumer products, rather than on the rhetorical power in tech company copywriting.

This research aims to fill the gap by analyzing the types of figurative language used in the advertisements of five global technology companies in 2025. It also examines how these language styles function in conveying advertising messages, as well as their impact in building emotional connections with audiences. The ad data is taken from the company's official website with the domain of the United States region. Hopefully, the results of this study can serve as a reference for technology companies in developing more effective and attractive communication strategies**.**

**METHOD**

This research uses a descriptive qualitative approach with a text analysis method to explore the use of figurative language in advertising copywriting of technology companies. This approach was chosen because it allows researchers to explore the meaning, function, and patterns of language use in depth and contextually. The primary data in this study are official advertising texts from the top five technology companies in the Forbes Top Tech Companies 2025 version, namely Apple, Microsoft, Nvidia, Amazon, and Alphabet. The data were obtained from the official websites of each company using the United States (US) domain as well as from digital campaigns throughout 2025. Secondary data sources included scholarly journals, articles, books, and official Forbes reports related to the companies' global performance and influence.

Data collection was conducted using the documentation method, starting with identifying and accessing the official websites of the five companies. Next, the researcher observed copywriting elements in the header, main content, and footer of the site that displayed promotional text. Ad sections containing figurative language were taken through screenshots, then converted into text and organized in a spreadsheet to facilitate analysis. After that, each text was analyzed based on the figurative language categories formulated by Perrine (2018), such as simile, metaphor, personification, apostrophe, metonymy, synecdoche, symbol, paradox, hyperbole, and understatement.

The analysis was conducted with a content analysis approach that included three stages: first, identification and classification of figurative language styles found; second, interpretation of figurative meanings in the context of advertising messages and brand identity; and third, preparation of a description of the findings accompanied by direct quotes from the advertising text to strengthen the analysis. The results of this analysis are used to identify dominant patterns, communication functions performed by figurative language, as well as to provide concrete examples relevant to the research findings.

***FINDINGS AND DISCUSSION***

***Findings***

Table 1 Types of Figurative Language

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| --- | --- | --- | --- |
| No | Types of Figurative Language | Total Appearances | Percentage (%) |
| 1 | Metaphor | 37 | 46.25% |
| 2 | Hyperbole | 19 | 23.75% |
| 3 | Personification | 17 | 21.25% |
| 4 | Symbol | 3 | 3.75% |
| 5 | Apostrophe | 1 | 1.25% |
| 6 | Metonymy | 1 | 1.25% |
| 7 | Synecdoche | 1 | 1.25% |
| 8 | Paradox | 1 | 1.25% |
| 9 | Simile | 0 | 0.00% |
| 10 | Understatement | 0 | 0.00% |
|  | Total | 80 | 100.00% |

***Figurative Language Data Analysis***

In this study, the author found that out of a total of 80 figurative language expressions used in the 2025 advertising copywriting of five major global technology companies—Apple, Microsoft, Nvidia, Alphabet (Google), and Amazon—there are three types of figurative language that appear with the highest frequency: metaphor, hyperbole, and personification. These three styles together constitute the majority of figurative language usage, highlighting their central role in shaping the rhetorical, emotional, and cognitive impact of technology advertisements. Their dominant presence illustrates the strategic intent behind the language choices made by these companies in crafting persuasive messages that resonate with target audiences.

Metaphor is the most frequently used type of figurative language, appearing in 37 out of 80 instances, which represents 46.25% of the total data. Its frequent usage suggests that it is a preferred rhetorical strategy in translating complex technological ideas into more accessible forms. Metaphor plays a crucial role in making abstract or technical content more concrete, facilitating audience understanding and engagement. Its ability to function on both a cognitive and emotional level contributes to its dominance, allowing companies to express advanced technological features through imaginative and suggestive language that enhances overall message clarity and resonance.

Following metaphor, hyperbole appears 19 times, or 23.75% of the total. The prevalence of hyperbole indicates a deliberate effort to amplify the perceived benefits, capabilities, or uniqueness of the products being advertised. Hyperbole is used to intensify the emotional response of the audience, aiming to elevate the perceived value of the product and increase the persuasive impact of the message. It serves not only to differentiate products from competitors but also to evoke strong affective reactions, which are essential in influencing consumer decision-making and brand perception.

Personification, with 17 occurrences or 21.25%, ranks third among the most frequently used figurative language types. The use of personification demonstrates an emphasis on creating a sense of familiarity and emotional proximity between consumers and technology. Through attributing human-like qualities to non-human products or systems, personification enables brands to establish more relatable and engaging narratives. It fosters the perception that technology is not distant or purely mechanical but rather integrated into the user's personal and emotional life, thus reinforcing brand attachment and user connection.

The dominance of these three types suggests that technology companies utilize figurative language not merely for stylistic embellishment, but as a deliberate strategy to humanize, simplify, and emotionally elevate their messaging. These linguistic choices support the dual goal of advertising: to convey information effectively and to build an emotional bridge between the brand and the consumer. The consistent use of metaphor, hyperbole, and personification reflects a deeper understanding of how rhetorical devices can be aligned with brand identity, user experience, and persuasive communication strategies.

Moreover, the distribution of these figurative language types suggests a trend in technology advertising towards language that emphasizes emotional resonance and conceptual accessibility. This indicates that while technical accuracy remains important, it is equally crucial for advertising language to connect with audiences on an emotional level and present products in ways that are easy to understand, remember, and relate to. In a highly competitive and innovation-driven industry, the strategic use of figurative language offers a significant advantage in differentiating brand messages and enhancing audience engagement.

In conclusion, the prominent use of metaphor, hyperbole, and personification in the 2025 advertisements of leading global technology companies highlights the critical role of figurative language in advertising copywriting. These rhetorical styles function as effective tools for simplifying complex concepts, increasing emotional appeal, and reinforcing the persuasive power of the message. Their prevalence indicates a conscious effort by companies to blend rational and emotional elements in communication, ultimately creating messages that are not only informative, but also impactful, memorable, and deeply resonant with consumers.

***Function of Figurative Language***

There are 80 data on the use of figurative language found in the advertisements of Apple, Microsoft, Nvidia, Alphabet (Google), and Amazon through their official websites. There are 6 functions of figurative language according to the figures referred to in this research, namely the function of building an emotional connection with the audience referring to Aristotle (pathos theory) and Robert Cialdini, the function of building and shaping the brand image referring to Keller (2003), the function of simplifying technical concepts referring to Forceville (2008), the function of strengthening the persuasive power of the message referring to Aristotle (ethos, pathos, logos) and Kenneth Burke, the function of attracting audience attention referring to McQuarrie & Mick (1996), the function of increasing memory of the advertising message referring to McQuarrie & Mick (1996). Mick (1996), the function of increasing memorability of advertising messages refers to Geoffrey Leech (1969).

Table 2. Function of Figurative Language

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No | Function of Figurative Language | Figure | Total Appearances | Percentage (%) |
| 1 | Establishing an emotional connection with the audience | Aristotle (pathos theory), Robert Cialdini | 37 | 46.25% |
| 2 | Build and shape brand image | Keller (2003) | 17 | 21.25% |
| 3 | Simplifying technical concepts | Forceville (2008) | 14 | 17.50% |
| 4 | Strengthen the persuasive power of the message | Aristotle (ethos, pathos, logos), Kenneth Burke | 5 | 6.25% |
| 5 | Attracts the attention of the audience | McQuarrie & Mick (1996) | 5 | 6.25% |
| 6 | Improves recall of advertising messages | Geoffrey Leech (1969) | 2 | 2.50% |
|  | Total |  | 80 | 100.00% |

***Figurative Language Function Analysis***

1. Establishing an Emotional Connection with the Audience (46.25%)

The most dominant function identified is the ability of figurative language to foster an emotional connection between the audience and the advertised product, with 37 out of 80 instances (46.25%) reflecting this role. This finding aligns with Aristotle’s pathos principle in rhetoric and Robert Cialdini’s theory of emotional persuasion, both of which emphasize the critical role of emotional resonance in persuasive communication. In the case of tech advertising, which often deals with intangible concepts like cloud computing, AI, or digital ecosystems, emotional language becomes a powerful tool to humanize and personalize abstract technologies. By appealing to the audience's feelings—such as awe, curiosity, empowerment, or inspiration—figurative language helps create a sense of connection and relevance, encouraging stronger consumer engagement and attachment to the product or brand.

2. Building and Shaping Brand Image (21.25%)

The second most prominent function is building and shaping the brand image, which appears in 17 instances (21.25%). This aligns with Keller’s (2003) framework, which emphasizes that a strong, distinctive brand image is formed through consistent, emotionally charged messaging and symbolic associations. Figurative language contributes to this by embedding abstract ideas such as “innovation,” “magic,” “simplicity,” or “limitless potential” into brand narratives. For instance, Apple’s frequent use of metaphors like “magic at your fingertips” or “limitless creativity” communicates its identity as a brand that empowers human imagination through technology. Such expressions transcend literal meaning to craft a symbolic aura around the brand, differentiating it from competitors and reinforcing its positioning in the minds of consumers.

3. Simplifying Technical Concepts (17.50%)

Simplifying complex or technical concepts is the third most frequently observed function, accounting for 14 out of the 80 instances (17.50%). This function is especially critical in the tech sector, where products often involve sophisticated features or specialized jargon that may be inaccessible to general audiences. Charles Forceville’s (2008) work on metaphor theory underpins this function, explaining how metaphors can translate abstract or unfamiliar ideas into relatable and concrete terms. In this study, metaphors such as “the brain of your device” (to describe a processor) or “cloud power at your command” (to describe cloud computing services) exemplify how figurative language bridges the cognitive gap between complex technological concepts and everyday understanding, thereby increasing comprehension and reducing consumer resistance.

4. Strengthening the Persuasive Power of the Message (6.25%)

Another function identified in this study is enhancing the persuasive strength of advertising messages, noted in 5 instances (6.25%). Drawing on the rhetorical frameworks of Aristotle—ethos (credibility), logos (logic), and pathos (emotion)—as well as Kenneth Burke’s dramatism theory, this function suggests that figurative language adds depth, appeal, and credibility to the narrative of advertisements. For instance, metaphors and hyperbole can be used to emphasize product superiority or innovation, not just by stating facts but by creating an impression or dramatizing benefits, which can be more convincing and memorable for audiences. These linguistic strategies allow companies to persuade not only through rational argumentation but also by constructing a compelling story or vision around their product.

5. Attracting Audience Attention (6.25%)

Also appearing in 5 instances (6.25%) is the function of attracting and maintaining audience attention. McQuarrie & Mick (1996) argue that stylistic figures in language—such as metaphor, paradox, and hyperbole—function as attention-getting devices in advertising. In a saturated digital environment where users are exposed to hundreds of messages daily, grabbing attention is critical. Figurative expressions stand out visually and cognitively because they often break linguistic conventions or introduce novel comparisons, which can disrupt automatic processing and prompt deeper engagement with the content. In this study, the strategic placement of striking or surprising figurative language—such as paradoxes (“less is more”) or exaggerated claims (“blazing-fast like never before”)—demonstrates how companies use such devices to capture attention in brief moments of exposure.

6. Improving Recall of the Advertising Message (2.5%)

The least represented function in this research is improving message recall or memorability, with only 2 instances (2.5%). However, despite its lower frequency, this function remains significant. Geoffrey Leech (1969) emphasized the role of stylistic devices in enhancing the memorability of language through sound patterns, rhythmic structures, or semantic novelty. While figurative language aimed specifically at memory enhancement may not be explicitly dominant in technology advertising, its presence suggests that certain expressions—especially those with poetic qualities or striking imagery—can aid in embedding the message in long-term memory. For example, a metaphor that compares a device to a “digital heartbeat” may not only inform but also linger in the audience’s mind due to its emotional and imaginative quality.

In sum, the analysis of figurative language functions across 80 data points reveals that such language styles serve not merely as ornamental flourishes but as strategic, multifaceted communication tools. Figurative language facilitates emotional engagement, cognitive comprehension, brand differentiation, message persuasiveness, and audience retention. These findings reflect the increasingly sophisticated communication strategies employed by global technology companies, who understand that emotional, imaginative, and symbolic language can be just as vital as technical specifications in shaping consumer attitudes and behaviors. As digital environments continue to evolve and consumer attention becomes more fragmented, the strategic use of figurative language will remain a key asset in advertising effectiveness and brand storytelling.

***Discussion***

Based on the analysis of 80 global technology companies' advertising copywriting data in 2025, it can be concluded that the use of figurative language plays a very significant role in brand communication strategies. This language style is proven not only to function as an aesthetic element, but also as a strategic rhetorical device in conveying complex messages effectively and attractively. Of the ten types of figurative language identified by Perrine (2018), eight are used by the five largest technology companies-Apple, Microsoft, Nvidia, Alphabet (Google), and Amazon-in their advertising materials. The other two, simile and understatement, were not found, indicating a preference for stronger, explicit and suggestive language styles in the context of technology advertising.

The three most dominant types of figurative language are metaphor, hyperbole, and personification. Metaphor is the most widely used type, reaching 37 data or 46.25% of the total data, due to its ability to simplify abstract and technical technological concepts-such as artificial intelligence, cloud systems, or hardware performance-into visual and imaginative forms that are more easily digested by a wide audience. Metaphors also serve to strengthen the emotional association between the product and the user experience, making the ad more relatable and memorable.

Hyperbole, as the second most frequent language style with 19 instances (23.75%), is used to dramatically exaggerate product features and advantages, creating a sensation of shock and awe in the minds of the audience. This exaggerated language is designed to create a strong emotional appeal, reinforcing consumers' perception of the product as something extraordinary and unrivaled.

Meanwhile, personification is present in (21.25%) of the data and is an important tool in establishing proximity between technology and humans. By assigning human traits to digital devices and services, companies create a more "alive," friendly and personalized image of technology. This strategy is very effective in forming a psychological connection between the product and the user, so that technology that is essentially impersonal becomes familiar and enjoyable.

Overall, the findings suggest that figurative language style is an important component of technology companies' advertising copywriting. Through imaginative metaphors, emotionally evocative hyperbole, and personification that builds emotional closeness, companies are able to bridge the complexity of technology with simpler, humanized, and appealing consumer perceptions. Figurative language strengthens the persuasive power of advertising messages, enhances narrative appeal, shapes brand image, and leaves a deep impression on the audience.

Apart from its type, this analysis also explores the communication function of figurative language based on six main categories formulated by leading experts in the field of communication and rhetoric, such as Aristotle with the concepts of pathos, ethos, and logos, Robert Cialdini with the theory of emotional persuasion, Kevin Lane Keller in brand image formation, Charles Forceville in the meaning of visual and conceptual metaphors, Geoffrey Leech in stylistic linguistics, and McQuarrie and Mick in advertising rhetoric. Of the 80 figurative language data analyzed, the most dominant function is to build an emotional connection between the product and the audience, which is reflected in 37 data or 46.25% of the total. This shows that technology companies prioritize emotional aspects in their communication strategies. In the modern marketing world, especially in the technology sector where products are often abstract and complex, emotions are key in creating a strong and personal connection between brands and consumers. Consumers today are not only looking for products based on the excellence of technical specifications, but also based on how the product makes them feel, whether it is a sense of security, confidence, pride, or even inspiration.

The next function that is also quite dominant is shaping and strengthening brand image and personality, which appears in 17 data or 21.25%. This function is very important because the language style used in advertising not only conveys information, but also implicitly describes the characteristics and values of a brand. For example, Apple consistently uses words like "magic", "limitless", and "dream" that reflect its brand identity as a visionary and creative innovator. By using symbolic and poetic language, the company creates strong brand associations in the minds of consumers and differentiates itself from competitors. Furthermore, the function of simplifying technical concepts occupies 14 data or 17.5% of the total. In the context of technology product advertisements, where terms such as AI, neural engine, and cloud computing can be confusing for most consumers, figurative language such as metaphors become an important tool to simplify such technical information. As Forceville (2008) explains, metaphors can transform complex concepts into images that are more familiar and easily understood.

Other functions that also emerged were strengthening the persuasive power of the message (6.25%), attracting audience attention (6.25%), and improving the memorability of the advertising message (2.5%). Although the percentages are smaller, these functions are still crucial because they support the creation of messages that are not only informative, but also able to stick in the audience's memory for a long time. Figurative language such as paradox or dramatic idioms are often used to create linguistic surprises that encourage the audience to think deeper or feel challenged by the message. Meanwhile, stylistic elements such as alliteration and rhyming, although less common, provide an advantage in terms of memorability as interesting rhythms and sound patterns are more easily embedded in consumers' minds

. Overall, the findings confirm that figurative language is not just an aesthetic element or decoration in copywriting, but also serves as a strategic and multidimensional communication tool. Figurative language is able to bridge the gap between the complicated and technical world of technology and a more layman and emotional audience. It works as a link between the logical and rational aspects and the affective and imaginative side of consumers. By using imaginative metaphors, hyperbole that emphasizes excellence, and personification that gives life to technology, tech companies can transform the sales narrative into a more visceral and personalized emotional experience. Figurative language allows brands to not only sell features, but also sell meaning, value and identity. In the midst of global competition and the flood of information in the digital ecosystem, the strategic use of figurative language is one of the key differentiators that can strengthen storytelling, increase message appeal, and build consumer loyalty.

**CLOSING**

Based on an in-depth analysis of 80 digital advertising copywriting texts from five leading global technology companies in 2025, it can be concluded that the use of figurative language plays a central role in crafting effective, persuasive, and emotionally engaging marketing messages. This research set out to explore not only the frequency and types of figurative language used in modern digital advertisements but also the rhetorical functions they serve in the context of technology advertising. The findings provide a clear indication that figurative language is a strategic communication tool in contemporary tech marketing.

The results reveal that metaphor is the most dominant type of figurative language found in these advertisements, followed by hyperbole and personification. These three styles are not only the most frequently used but also demonstrate distinct rhetorical advantages. Metaphors, for instance, serve to simplify complex and often abstract technological concepts by associating them with more familiar and concrete ideas. In the highly technical realm of artificial intelligence, cloud computing, or next-generation processors, metaphors make the technology more accessible to everyday consumers.

Meanwhile, hyperbole is often employed to dramatize product features and emphasize superiority in ways that attract attention and elicit strong emotional reactions. Though exaggerated, hyperbole functions persuasively by framing the product as powerful, innovative, or game-changing. Personification, on the other hand, humanizes machines, applications, or devices by attributing them with human-like qualities such as intelligence, empathy, or intuition. This strategy helps foster emotional affinity between consumers and technological products, often making the brand feel more personable and relatable.

In terms of function, this study finds that the most prominent role of figurative language in technology advertising is to build emotional closeness between the brand and the audience. This is in line with the classical rhetorical concept of pathos, which emphasizes appealing to the emotions of the audience as a powerful form of persuasion. While technological products are usually promoted through logical arguments (logos) and credibility (ethos), this research demonstrates that emotional resonance is equally important in shaping consumer attitudes and behaviors. Figurative language facilitates this by creating narratives, imagery, and associations that resonate on a human level.

These findings lead to several practical recommendations. First, technology companies should strategically integrate figurative language into their advertising communication, especially when aiming to bridge the gap between complex technical details and the consumer's emotional and everyday experiences. In an era when consumers are inundated with information, what often distinguishes one brand from another is its ability to tell a compelling story. Figurative language offers a powerful mechanism for doing just that.

Second, creative teams and copywriters must develop rhetorical literacy, particularly an understanding of how figurative expressions work cognitively and emotionally. The ability to combine technical accuracy with emotional appeal can significantly enhance the effectiveness of brand messaging. Rhetorical training or interdisciplinary collaboration between engineers, marketers, and communication experts may enrich the creative process and lead to more innovative campaign strategies.

Despite the valuable insights gained, this study is not without limitations. The scope of the data analyzed was confined to text-based advertisements taken from the official websites of technology companies, which may not reflect the full spectrum of marketing messages disseminated across other platforms. Furthermore, the study is geographically limited to content primarily targeted at U.S.-based audiences, thereby excluding the influence of diverse cultural perspectives and local linguistic nuances.

For future research, it is recommended that scholars explore a wider range of advertising formats, such as video, audio-visual content, interactive digital ads, and social media posts. These mediums often incorporate multimodal elements—such as visuals, sound, and movement—that interact with figurative language in dynamic ways. Additionally, cross-cultural studies could reveal how figurative language is interpreted differently by audiences in varying cultural contexts, thereby offering valuable insights into global marketing strategies.In conclusion, figurative language is not merely a stylistic embellishment in technology advertising; it is a functional and strategic element that enhances emotional appeal, simplifies complex information, and ultimately contributes to stronger brand communication.

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