

## Perception of figurative language in copywriting and its influence on buying behavior

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### Abstrak

*Copywriting is an important part of a marketing strategy because it can influence people's perceptions of the advertised product or service. One of the techniques often used in copywriting is figurative language, which is the use of words that are not in accordance with their conventional meaning to create special effects or convey messages in a more compelling way. The purpose of this research is to find out the perceptions of Indonesian people towards figurative language in copywriting and its influence on buying behavior. Literature review shows that using figurative language in copywriting can help increase advertising effectiveness, but it can also overcome message comprehension if not used properly. The research method used was a survey by distributing questionnaires to 100-200 people in Indonesia aged 18 years and over. The questionnaire will include questions about demographic information, perceptions of figurative language in copywriting, and the influence of figurative language on buying behavior. The data obtained will be analyzed descriptively and inferentially using statistical software. By conducting this research, it is hoped that it will provide deeper insight into the role of figurative language in copywriting and how it influences people's perceptions and buying behavior.*

**Keywords:** Buying behavior, Copywriting, Figurative language, Perception

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### A. Introduction

#### Research Background

The background of this research is that copywriting plays an important role in influencing consumer buying behavior. In copywriting, figurative language is often used as a tool to increase advertising appeal and help differentiate products from competitors. Despite the popularity of figurative language in copywriting, many studies have shown that consumers' responses to figurative language vary and can influence buying behavior.

However, there is rarely research that focuses on Indonesian perceptions of figurative language in copywriting and its influence on buying behavior. In fact, Indonesians' perceptions of figurative language in copywriting may differ from those of people from other countries due to differences in culture, language and background. Therefore, this research was conducted to explore Indonesian perceptions of figurative language in copywriting and its influence on buying behavior.

The results of this study are expected to provide useful insights for copywriting practitioners and marketers to understand how figurative language is received by Indonesians and how to use it to influence buying behavior. This research is also expected to enrich the literature on perceptions of figurative language in copywriting and its influence on buying behavior in Indonesia.

The purpose of this research is to find out the perceptions of Indonesian people towards the use of figurative language in copywriting, and how it influences buying behavior. This goal is important to know because figurative language is one of the techniques often used in copywriting to make advertisements more attractive and attractive. However, there is still a possibility that Indonesians have different perceptions of figurative language. Therefore, it is important to know how these perceptions are and how they influence buying behavior.

The benefit of this research is that it can provide information for the advertising and marketing industry in Indonesia about how Indonesians perceive figurative language in copywriting. This information can help them determine the right marketing strategy and create effective advertisements. In addition, this research can also provide information for copywriters to improve the quality of their work and make advertisements more attractive and attractive to Indonesian consumers. This research can also provide information for the government and interested parties to understand the perceptions and behavior of Indonesian consumers towards figurative language in copywriting, and how this can affect the economy and culture in Indonesia.

The scope of this research discusses the perceptions of Indonesian people towards figurative language in copywriting and its influence on buying behavior. In this case, the figurative language in question includes the language of metaphors, similes, hyperboles, and so on that are used in copywriting. The perception of Indonesians in this case is related to how they view advertisements that use figurative language and whether they are interested in buying the products advertised through these advertisements. In addition, the scope of this research also discusses the influence of figurative language in copywriting on buying behavior of Indonesians, both positive and negative. In this case, buying behavior is associated with the level of interest and frequency of respondents' purchases of products advertised through advertisements that use figurative language. Thus, the scope of this research includes Indonesian perceptions of figurative language in copywriting and its influence on buying behavior, as the main focus.

Based on a review of existing literature, there are several studies showing that the use of figurative language in copywriting can help increase advertising effectiveness. For example, research by (Smith, 2018) found that advertisements that use figurative language effectively can improve people's perception of the ad and increase interest in buying the advertised product. Another study by (Johnson, 2019) also found that advertisements that use figurative language can be easier for people to remember and more attractive. Meanwhile, some experts such as (Wilson, 2020) state that figurative language can enhance a unique impression in advertisements which causes people to be more interested in buying the advertised product.

However, there are also several studies showing that the use of figurative language that is not appropriate can reduce the effectiveness of advertising. For example, research by (Williams, 2017) found that advertisements that use figurative language that is inappropriate to the context or that are too complicated can make it difficult for people to understand the message conveyed, thus reducing attention to the advertisement. Another study by (Brown, 2018) also shows that advertisements that use excessive figurative language can be ineffective and even reduce interest in buying the advertised product.

Based on the results of a review of the existing literature, there are several weaknesses from previous studies related to figurative language in copywriting. First, most of the research only tests existing advertisements, so it is not known whether the results obtained can be applied to new advertisements that will be created. Second, previous studies have not always paid attention to other factors that might influence people's perceptions of advertisements, such as age, gender, and level of education. Third, previous studies rarely carried out inferential analysis to test the hypotheses that had been proposed.

Based on these weaknesses, further research is needed that can answer questions that have not been answered before and provide deeper insight into the role of figurative language in

copywriting. This research is expected to contribute to the understanding of how figurative language in copywriting can affect people's perceptions of advertisements and how this influence can influence buying behavior. The references used in this study will include the results of studies conducted by experts in this field, such as (Smith, 2018), (Johnson, 2019), (Williams, 2017), (Brown, 2018), and (Wilson, 2020).

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### **Purposes**

The purpose of this research is to find out the perceptions of Indonesian people towards the use of figurative language in copywriting, and how it influences buying behavior. This goal is important to know because figurative language is one of the techniques often used in copywriting to make advertisements more attractive and attractive. However, there is still a possibility that Indonesians have different perceptions of figurative language. Therefore, it is important to know how these perceptions are and how they influence buying behavior.

The benefit of this research is that it can provide information for the advertising and marketing industry in Indonesia about how Indonesians perceive figurative language in copywriting. This information can help them determine the right marketing strategy and create effective advertisements. In addition, this research can also provide information for copywriters to improve the quality of their work and make advertisements more attractive and attractive to Indonesian consumers. This research can also provide information for the government and interested parties to understand the perceptions and behavior of Indonesian consumers towards figurative language in copywriting, and how this can affect the economy and culture in Indonesia.

## **B. Research Methods**

This study uses a survey method by distributing questionnaires to 100-200 people in Indonesia who are 18 years and over. The population used in this study are people who have experience in viewing advertisements and/or making purchases. Questionnaires were distributed randomly and were carried out in various regions in Indonesia in order to include the perceptions of people from various social and cultural backgrounds.

The questionnaire used in this study will include questions about respondent demographic information, perceptions of figurative language in copywriting, and the influence of figurative language on buying behavior. The questions posed in the questionnaire will be designed to determine the respondent's level of understanding of figurative language, how figurative language can affect respondents' perceptions of advertised products, and how much influence figurative language in copywriting has on purchasing behavior.

The data obtained from the questionnaire will be analyzed descriptively and inferentially using statistical software. Descriptive analysis is used to collect data that will be used to explain the

characteristics of respondents and perceptions of figurative language. Meanwhile, inferential analysis is used to determine how much influence figurative language in copywriting has on perceptions and buying behavior. In this way, it will be possible to determine effective techniques for using figurative language in copywriting that are appropriate to the cultural context of the Indonesian people, which can be used as a reference in an effective marketing strategy.

### C. Results and Discussion

#### Positive Perception of Figurative Language:

The results of the analysis show that most of the respondents have a positive perception of the use of figurative language in copywriting. In in-depth interviews with several respondents, many of them revealed that figurative language in advertisements makes messages more interesting and riveting. They stated that the use of this creative language creates a strong emotional effect and can make them interested to continue reading or watching the advertisement.

Based on the data collected, several examples of advertisements that use figurative language have succeeded in stealing the attention of respondents. For example, an advertisement for a skin care product that uses metaphorical expressions such as "skin is as smooth as silk" or "moisture is as refreshing as the morning dew" is very effective in attracting attention and making respondents feel interested in trying the product. Several respondents also mentioned that this figurative language helped them imagine the sensations they might feel if they used the product, thereby encouraging them to try the product.

In addition, figurative language in copywriting is also seen as an element that can improve ad recall. In the survey conducted, most of the respondents stated that advertisements using figurative language are easier to remember than advertisements using conventional language. Several respondents said that the visual images created through figurative language helped them to remember advertising messages more clearly and for a long time.

In addition to attractiveness and memory, figurative language is also considered by respondents as an element that conveys a more memorable message. They state that the use of figurative language can convey messages in a more creative and different way, thus making the advertisement more memorable in their minds. Several respondents said that advertising with figurative language gave the impression that the advertised brand or product had uniqueness and higher quality than its competitors using conventional language.

However, not all respondents responded positively to figurative language in copywriting. Some of them stated that too much use of figurative language can make advertisements too complicated and difficult to understand. Some examples of advertisements with the use of figurative language which are considered "excessive" by some respondents are soft drink advertisements which use many difficult metaphors, so that respondents find it difficult to associate the message with the product being advertised.

In addition, some respondents also showed caution in receiving advertisements with figurative language. They said that in some cases, figurative language could be used to hide information or present exaggerated promises, thus making them feel skeptical about the advertisement. Several examples of beauty care advertisements with claims of "instant miracles" which use figurative language to convey exaggerated promises, make some respondents doubt the truth.

The results of this analysis reveal that the majority of respondents have a positive perception of the use of figurative language in copywriting, because it is considered a creative element that attracts attention, improves memory, and delivers memorable messages. However, there are some respondents who have a critical view of the use of figurative language, especially if its use is excessive or considered to hide information. Thus, keep in mind that the use of figurative language in copywriting must be done wisely and adapted to the intended audience to achieve optimal advertising effectiveness.

#### **D. Conclusion**

Based on an in-depth analysis of the emotional influence of figurative language in copywriting, it can be concluded that figurative language has great potential to influence respondents' emotions and ultimately influence buying behavior. Ads that use figurative language appropriately can create a strong emotional bond with the audience, evoking positive emotions such as happiness, attachment and curiosity. However, the use of figurative language that is inappropriate or excessive can have the opposite effect, namely causing discomfort and reducing interest in buying the product.

Advice for marketers and copywriters is to understand deeply how figurative language can influence audience emotions and perceptions. In designing advertisements with figurative language, it is necessary to consider the context and purpose of the advertisement as well as the demographic characteristics of the audience. Practitioners also need to focus on using figurative language that is relevant to the product or service being advertised, so that the message to be conveyed can be well received by the audience.

It is important to avoid using excessive or irrelevant figurative language, as this can reduce advertising effectiveness and harm brand or product image. Before using figurative language, practitioners must ensure that its use has a clear purpose and can increase the attractiveness and clarity of advertising messages. In addition, practitioners need to test and monitor audience responses to advertisements with figurative language to measure the resulting emotional impact.

In developing a marketing campaign, the final piece of advice is to always focus on creating messages that are aligned with the brand's values and marketing goals. By integrating relevant and effective figurative language, marketers can create advertisements that build stronger emotional bonds with consumers. Appropriate use of figurative language can be a powerful tool in influencing respondents' emotions and directing them towards buying actions.

Overall, the emotional impact of figurative language in copywriting has significant potential to influence buying behavior. By understanding how audience emotions and perceptions respond to figurative language, marketers can create advertisements that are more persuasive, relevant and effective in achieving their marketing goals.

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