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The Hyperbole in NCT Dream ISTJ Promotional Video Using Dyadic Model

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Abstract: This research analyzes the hyperbole meaning behind NCT Dream's "ISTJ" album promotional video using Ferdinand de Saussure's dyadic model. The study focuses on identifying the signs embedded in their promotional content and interpreting their associated meanings, like the text which has hyperbole meaning. The qualitative descriptive method were applied by observing promotional video via YouTube. The findings show that the textual elements and symbols convey messages of energy and identity. These are analyzed using Saussure's semiotic framework into signifiers and signifieds, and Claridge's hyperbole types revealing the meaning of the text. The data collection and analysis process consisted the following five steps based on Basri (2014) and three steps based on Bressler (2007). There are five datums which categorizing into four types of hyperbole found in this analysis from the seven Claridge's types of hyperbole, that is single-word hyperbole, comparison hyperbole, clausal hyperbole, and the role of superlative. Five of datums being found from the promotional video and the researcher analyzed it, like the text "It feels like a throne", "Being alone feels like your hands and feet tied up", "Wait, the sunset is crazy right now", "I'm too big for one word to capture my personality", "Simple is the best". The research contributes to a better understanding of how popular culture and media construct meanings through signs. By using dyadic model theory, this research concludes that NCT Dream's ISTJ album promotional employ signs to construct and communicate layered meanings related to youth, identity, and emotional expression.

Keywords: hyperbole; semiotic; dyadic model; social media; promotional video

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Introduction

With the proliferation of digital platforms, communication has become increasingly complex. Brands now have numerous tools at their disposal, but determining which ones are most effective is often a challenge. A strategic approach involves creating clear messaging that reaches the right audience while recognizing the active role customers now play in communication through social media (Rodgers & Thorson, 2018). The entertainment industry, particularly K-pop, has perfected the art of integrating marketing with identity construction through layered visual and verbal cues. NCT Dream, a sub-unit of the South Korean boy group NCT, exemplifies this phenomenon with the release of their *ISTJ* album. The album's promotional strategy blends multimedia storytelling, fan engagement, and semiotic signs to captivate a global audience.

Promotional is no longer confined to traditional spaces such as billboards and television. In today's media landscape, social media platforms like YouTube, Twitter, and Instagram have become the primary spaces where brands and artists interact directly with consumers. These platforms offer rich material for semiotic analysis, as they are saturated with signs designed to evoke specific emotions, values, and cultural affiliations. Thus, analyzing the semiotics of NCT Dream's ISTJ promotional campaign allows us to explore how modern communication is structured and perceived.

Online video platforms have become particularly important in the K-pop industry because they enable artists to distribute promotional content, communicate with international fans, and encourage various forms of audience participation. Kim et al., (2021) found that video content, artist activities, platform support, and fan engagement contribute to the success of K-pop artists' online channels. Similarly, Kang et al., (2021) demonstrated that exposure to K-pop videos on YouTube can facilitate audience transportation, parasocial interaction, and identification. These findings indicate that a K-pop promotional video should not be understood merely as supplementary advertising material, but also as a mediated space in which artist identity, audience attachment, and promotional meanings are constructed.

The title ISTJ itself is a reference to the Myers-Briggs Type Indicator (MBTI), signalling a psychological or introspective theme. This positioning invites audiences not only to engage with the music but also with the personas or identities represented by each group member. In this way, the promotion serves both as a cultural text and a tool for participatory engagement.

Promotional materials for the album incorporate both textual elements and dynamic visuals. These components work together to create a narrative that aligns with the group's youthful, rebellious image within this album concept. To understand the semiotic dyadic model in this context, we apply Ferdinand de Saussure's semiotic model, which breaks communication into two core elements: the signifier (the form of the sign) and the signified (its conceptual meaning). This study explores the signs and meanings embedded in the promotional content surrounding the ISTJ album.

The researchers identified and analyzed the signs presented in the promotional video and

then interpreted the hyperbolic meanings conveyed through those signs. The analysis focused on how exaggerated expressions, and language were used to attract the audience's attention and emphasize the promotional message delivered in the video.

Within promotional discourse, hyperbole should not be treated merely as decorative exaggeration because it can influence how audiences evaluate, remember, and respond to an advertising message. Stern & Callister (2020) demonstrate that different degrees of hyperbole and advertising puffery may generate different audience evaluations. Huang (2020) further shows that advertising hyperbole can operate through perceived incongruity and humour, making exaggerated messages more noticeable and engaging. At the linguistic level, Desai et al., (2025) found that hyperbolic expressions can intensify the emotionality perceived in a message. Therefore, the hyperbolic expressions in the ISTJ promotional video can be examined not only according to their linguistic forms but also according to their emotional and persuasive functions.

More precisely, the researchers already found many previous studies that helps to idetified the gap between this analysis and the previous studies, like study by Yasa (2023) examines the Teh Pucuk Harum advertisement through semiotic analysis, Almaghribi & Himmawati (2025) investigate visual metaphors in IKEA advertisements, study by Wijaya & Utami (2022) analysis and interpreting Xu Bing's calligraphy using semiotics theory, then study by Riky Astina et al., (2021) analysed hyperbole using The Chainsmoker's album, the main theory used is figurative language theory by Knickerbocker and Reninger (1963) and theory of meaning by Leech (1981); then a study by Sadeq Naser (2021) analysed hyperbole in health and beauty products advertisement poster, that is Dermalogica and L'OREAL products, and a study by Sari et al., (2022) analysed hyperbole in the song lyrics of 'Sempiternal Album' by Bring Me the Horizon that presented descriptively, the meanings found based on the lyrics.

From several previous studies, this study shows different analysis with the previous studies like some studies utilized the different theory, like figurative language theory, meanings theory by Leech (1981), or semiotic theory. There are study that analyzing the hyperbole of the object that being identified, or use same theory (dyadic model), but analyzing the metaphor of the object used. Therefore, there are similarities too that this research shares some similarities in identifying semiotic models used in different objects. Additionally, From Ferdinand de Saussure's model, there are signifiers and signified that can be analyzed. This research also differs in its research focus. The object of this research is the contents of the NCT Dream ISTJ video promotion.

This research seeks to fill that gap by focusing on the semiotic dyadic sign found in NCT Dream's promotional media. Through this focus, we aim to uncover the deeper meanings embedded within seemingly simple images and videos. By doing so, we can contribute to a broader understanding of how textual elements with visual communication in K-pop operates within global pop culture.

Methods

This study adopts a qualitative descriptive approach, as defined by Sandelowski (2000) which is essential for understanding complex phenomena in their natural context. This approach is particularly well-suited for analyzing semiotic elements embedded in media content, as it allows for a flexible and comprehensive exploration of the data. The primary analytical framework for this study is Ferdinand de Saussure's dyadic model of semiotics, which divides communication into two fundamental components: the signifier (the form of the sign) and the signified (the conceptual meaning conveyed by the sign).

The semiotic dyadic model approach by Ferdinand de Saussure described as two-part model of the sign: a signifier (sign vehicle; material perceptible content like sound, text, or visual information) and the signified (a conceptual and abstract content).

There's a reason the researchers interested to analysing NCT Dream promotional video other than another K-pop group, that is because in the promotional video has signs such as text that can be analyzed. Many people who followed the album promotion at that time became curious about the deeper meaning behind the interesting promotional video they uploaded. People started to wonder about the ideas or "theories" that the group wanted to deliver through their content through this album, one is based from the promotiona video.

The primary data for this research consists of visual and textual elements from the promotional videos for NCT Dream's ISTJ album. The promotional video clips were sourced from YouTube and selected for their direct relevance to the album's global promotional campaign. The video under analysis was uploaded on July 11, 2023, to the official NCT Dream YouTube channel (@NCTDREAM), with the title "ISTJ ↔ ENFP" and the duration 7:40 (https://www.youtube.com/watch?v=3S2a84vJkG4&t=317s) with five scenes, four utterances, and three from seven hyperbole types that researchers found.

The data collection process involved the following five steps based on Basri (2014):

1. Observation and Downloading:

   The researcher closely observed and downloaded the material, that is promotional video associated with the ISTJ album. This directly related to the promotional campaign were selected for analysis.

2. Identification of Signs:

   The textual signs within the video content were identified. These signs include the textual dialogues in the video clips that contribute to the advertisement message. The analysis was not limited to visible elements but also included underlying emotional cues embedded within these signs.

3. Categorization of Signs:

   Using Saussure's dyadic model, each identified sign was categorized into two components: the signifier (the physical form, such as a word, image, or gesture) and the signified (the concept or meaning associated with the sign). This enabled the deconstruction of the multi-

layered meanings in the promotional content. Then, the sign was categorizing into the types of Claridge's hyperbole.

4. Interpretation of Signs:

   After categorizing, each of the sign was interpreted into the hyperbole meaning as the within the context of the promotional narrative. This interpretation aimed to uncover the deeper meanings conveyed by the signs, taking into account the specific emotional, in which they were used. The researcher examined how these signs work together to convey messages of identity, energy, and emotional connection in the context of the ISTJ album.

5. Cross-referencing with Semiotic and Hyperbole Theories:

   The interpretations of the signs were cross-checked with established semiotic and hyperbole studies. This step ensured that the analysis was grounded in scholarly theory and validated against previous studies.

The inclusion from this analysis focus to yellow text below the screen, These texts were selected because they provided important information and represented the hyperbolic expressions analyzed by the researchers. Meanwhile, the exclusion are any of texts in upper left side of the screen since they were not directly related to the objectives of the analysis and the identification of hyperbolic meanings. So, not all utterances being used for the analysis.

In conducting the data analysis, the researcher followed several steps based on Bressler (2007) :

1. The researcher carefully watched the video clips many times to fully understand the content. This close reading helped the researcher focus on small details that might be important for the analysis.
2. The researcher paused the video at certain moments, took screenshots, and transcribed the yellow textual below the screen that appeared. These steps were important to make sure that verbal elements could be examined more clearly and in greater detail.
3. After collecting the data, each element in the video, such as the texts in the images was analyzed to see how it contributed to the overal promotional message. The researcher paid attention to how these elements worked together to create meaning and attract the audience attention.

Through this process, the researcher validates the data with second and third coder which already acknowledging the data and analysis by applied Saussure and Claridge's theory. By using this approach, the researcher was able to understand how meaning is constructed and communicated in the promotional video.

Results

The semiotic analysis of the promotional materials for NCT Dream's ISTJ album revealed significant hyperbolic meaning embedded within the signs used in the promotion. Using Ferdinand de Saussure's dyadic model of semiotics, four main datas were identified, each demonstrating distinct uses of hyperbole to convey emotional and cultural messages. The signs

identified within the promotional content not only contributed to the construction of the group's identity but also communicated broader narratives about youth, identity, and emotional expression.

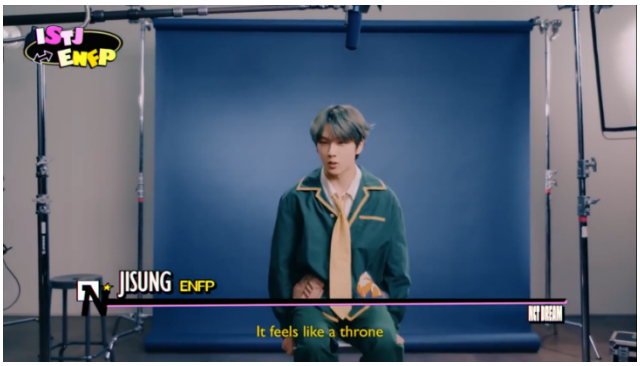
Each data was carefully analyzed to understand the relationship between the signifier (the physical form of the sign) and the signified (the conceptual meaning associated with the sign). The analysis exposed multiple layers of meaning, revealing how textual elements work together to produce a cohesive message intended for the audience. The images here using for clearer the analysis.

Single-word Hyperbole

This type refers to a type of exaggeration that is expressed through one word rather than a longer phrase or full clause. Even though it is very short in form, it can still carry a strong exaggerated meaning, it found in the video when a man said, "It feels like a throne".

Figure 1

The man is being interviewed



No	Signifier	Signified
1	Text "It feels like a throne".	The man in green outfit being interviewed.

Dyadic model is semiotics theory by Ferdinand De Saussure. This theory consist of signifier {the form of the sign) and signified (the concept). In this data, it finds the signifier that is the text "It feels like a throne", and the signified is a man being interviewed.

The sentence "It feels like a throne" can be analyzed using Claudia Claridge's theory of single-word hyperbole. According to Claridge (2010), single-word hyperbole happens when one important word is used in an exaggerated way to create a stronger meaning or feeling. The word is not used literally, but it helps make the message more expressive and interesting.

In this sentence, the word "throne" is the main hyperbolic word. This refers to the white chair he is sitting on. It just like ordinary chair. Nothing special. But, the man said something

exaggerate about the chair. Because, he's the only one to sit on the chair in that session and no one sit beside him, so he feels like special.

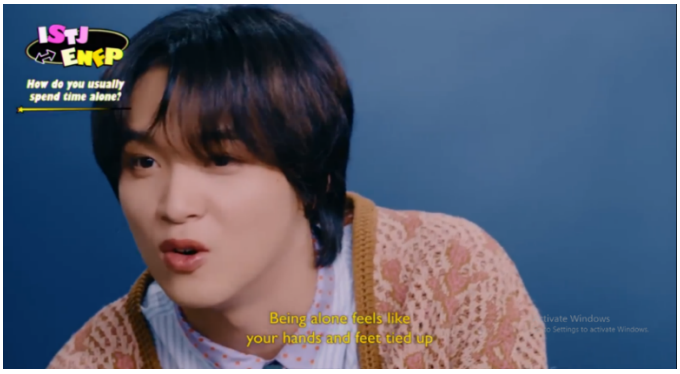
According to Claridge, hyperbole is often used to increase emotional effect and attract attention. In this sentence, the word "throne" gives a feeling of importance and confidence. It suggests that the person sitting there feels powerful or respected. The exaggeration helps communicate emotion in a simple, but effective way.

Comparison Hyperbole

This type uses two things to make something sound much stronger, bigger, or more intense than it really is. In this case, it found in the video when a man said, "Being alone feels like your hands and feet tied up."

Figure 2.

The man is being interviewed



No	Signifier	Signified
1	Text "Being alone feels like your hands and feet tied up".	The man in white shirt and orange jacket being interviewed.

Dyadic model is semiotics theory by Ferdinand De Saussure. This theory consist of signifier {the form of the sign) and signified (the concept). In this data, it finds the signifier that is the text "Being alone feels like your hands and feet tied up", and the signified is a man being interviewed.

The sentence "Being alone feels like your hands and feet tied up" is considered as comparison hyperbole, especially in the form of a comparison hyperbole. According to Claridge (2010), comparison hyperbole happens when a speaker uses comparison words such as "like" or "as" to exaggerate a situation. This type of hyperbole compares one thing to another in a way that is not literally true, but helps express strong feelings more clearly.

In this sentence, the comparison is shown through the word "like." The man compares the feeling of being alone to having hands and feet tied up. This is clearly not a real or literal situation. The man is not physically tied. Instead, this comparison is used to exaggerate how strong and uncomfortable the feeling of loneliness is. According to Claridge, this kind of

exaggeration helps make abstract feelings easier to understand because it connects them to a concrete and familiar image. This exaggeration strengthens the emotional meaning, making the sentence more vivid and expressive.

The phrase “hands and feet tied up” is very important in this comparison. It creates a strong image of someone who cannot move, act, or escape. This represents feelings of being stuck, powerless, or restricted. By using this comparison, the speaker shows that loneliness feels very limiting, almost like being physically trapped. Without this hyperbolic comparison, the sentence would be much weaker, for example: “Being alone feels uncomfortable.” The comparison makes the emotion more intense and meaningful.

This type of hyperbole also helps the audience imagine the feeling more clearly. People can easily understand what it means to be tied up, even if they have never experienced it directly. Because of this, the comparison makes the message more relatable. The exaggeration allows the audience to feel the emotional weight of loneliness, not just understand it logically.

Comparison hyperbole is often used in media and communication because it is expressive and memorable. The use of “like” makes the sentence sound more natural and conversational, while still being powerful. It reflects how people often speak in real life when they want to describe strong emotions. Through this comparison, the man communicates how intense and limiting the feeling of being alone can be. This makes the message feel more authentic and engaging for the audience.

Clausal Hyperbole

“Wait, the sunset is crazy right now.”

This type is a type of exaggeration that is expressed through a clause, meaning a group of words that contains at least a subject and a verb. In this case, it found in the video when a man said, “Wait, the sunset is crazy right now.”

Figure 3.

The second man is being interviewed.

No	Signifier	Signified
1	Text “Wait, the sunset is crazy right now”.	- The city background. - The man in white shirt, green yellow jacket, and yellow tie being interviewed.

In this data have found the text “Wait, the sunset is crazy right now” as signifier and the signified is a different man while being interviewed, he’d using green outfit, and there’s city background behind him.

The sentence “Wait, the sunset is crazy right now” can be considered as clausal hyperbole. According to Claridge (2010), clausal hyperbole happens when exaggeration appears in the form of a clause, not just a single word or short phrase. A clause is a group of words that has a subject and a verb, and it can express a complete idea. In this case, the clause “the sunset is crazy right now” functions as a hyperbolic expression.

In this sentence, the clause “the sunset is crazy right now” is clearly exaggerated. Literally, a sunset cannot be “crazy” because it is a natural event and does not have human qualities. The word “crazy” is used in an informal and expressive way to mean very beautiful, amazing, or unbelievable. Because the exaggeration appears within the full clause (subject + verb + complement), it is categorized as clausal hyperbole. The speaker uses this clause to show a strong emotional reaction to what they are seeing.

The hyperbole makes the sentence more expressive and lively. Without exaggeration, the man could say, “The sunset is very beautiful right now.” However, this sounds more neutral and less emotional. By saying “the sunset is crazy,” the speaker shows excitement and surprise. The exaggeration helps communicate that the moment is special and worth noticing. It also creates a sense of urgency, especially with the word “Wait” at the beginning, as if the speaker wants others to look immediately.

According to Claridge, clausal hyperbole is effective because it allows the speaker to express strong feelings in a complete statement. The whole clause carries the exaggerated meaning, not just one word. This makes the message clearer and more impactful. The audience can easily understand that the speaker is not being literal, but is trying to express how impressive the sunset looks.

In addition, this type of hyperbole is common in everyday conversation, especially among young people. Words like “crazy,” “insane,” or “unreal” are often used to describe something very good or surprising. This makes the sentence feel natural and relatable. It reflects real-life communication styles, which is important in media and advertising because it helps connect with the audience.

Text “I’m too big for one word to capture my personality.”

This type is a type of exaggeration that is expressed through a clause, meaning a group of words that contains at least a subject and a verb. In this case, it found in the video when a man said, “I’m too big for one word to capture my personality.”

Figure 4

The same first man answered the question.

No	Signifier	Signified
1	Text “I’m too big for one word to capture my personality”.	The man in white shirt and orange jaecket being interviewed.

Saussure’s dyadic model consist of signifier and signified. In this data, have found the signifier text “I’m too big for one word to capture my personality” and the same man with data one still being interviewed with different question.

The sentence “I’m too big for one word to capture my personality” can be considered as clausal hyperbole. According to Claridge (2010), clausal hyperbole happens when exaggeration appears in a full clause, which has a subject and a verb and expresses a complete idea. This means the whole clause carries the exaggerated meaning, not just one word.

In this sentence, the clause “I’m too big for one word to capture my personality” is the hyperbolic expression. The man says that they are “too big” to be described by one word. Literally, this is not true. A person’s body is not being discussed, and personality is not something that has physical size. The word “big” here is used in an exaggerated way to mean

complex, rich, and full of many traits. Because this exaggeration appears in the full clause, it is considered clausal hyperbole.

This hyperbole makes the sentence more expressive and powerful. Without exaggeration, the man could say, "One word is not enough to describe me." However, thix sentence sound more normal and less interesting. By using the clause "I'm too big for one word," the man shows strong confidence and individuality. The exaggeration helps make the message more memorable and meaningful.

According to Claridge, clausal hyperbole is effective because it presents a complete idea with strong emotional impact. The audience can clearly understand that the speaker is not speaking literally. Instead, the speaker wants to show that their personality cannot be limited or simplified. The exaggeration helps the audience imagine that the speaker has many sides, not just one simple identity.

The exaggeration appears in the whole clause and is used to express a strong idea about identity. This makes the sentence more powerful, expressive, and easy to remember. Through this clausal hyperbole, the man shows confidence and the idea that personality is complex and cannot be simplified.

The role of superlative

This type of exaggeration that is expressed through a phrase (a group of words) rather than a single word or a full clause. In this case, it found in the video when a man said, "Simple is the best."

Figure 5.

The third man answered the question.

No	Signifier	Signified
1	Text "Simple is the best".	The man in brown, neat outfit being interviewed.

In this data, the researchers have found the signifier, that is the text “Simple is the best”, and the signified of different man again, using brown outfit.

The sentence “Simple is the best.” can be analyzed using Claridge’s concept of superlative hyperbole. According to Claridge (2010), superlative hyperbole occurs when someone uses superlative forms, such as “best,” “greatest,” “most,” or “perfect,” to create an exaggerated meaning. These words do not always express a literal or objective truth. Instead, they are used to strongly emphasize an opinion, belief, or feeling.

In this sentence, the word “best” is the key hyperbolic element. The word “best” is a superlative form of “good,” which means something is better than all other options. However, in reality, it is difficult to say that something is absolutely “the best” in all situations. What is “best” can be different for each person depending on context and preference. Therefore, the use of “best” in this sentence is an example of hyperbole, because it exaggerates the idea that simplicity is always the highest or most ideal choice.

The sentence “Simple is the best.” expresses a strong and clear message. Without hyperbole, the man could say, “Simple is good” or “Simple is often better.” However, these sentences sound weaker. By using the superlative “best,” the man gives a stronger impression and makes the statement more memorable and match with him. According to Claridge, this is the main role of superlative hyperbole, that is to intensify meaning and create a strong impact to the audiences, especially their fans.

By saying “Simple is the best,” the man reduces this complex idea into a short and powerful statement. This makes it easier for the audience to understand and remember. It also helps create a persuasive message, especially in advertising or promotional content.

This type of hyperbole is very common in media and marketing. Advertisements often use words like “best,” or “the greatest” to attract attention and influence the audience. These words are not always meant to be taken literally. Instead, they are used to create a positive impression and convince people that a product or idea is superior. In this case, the sentence suggests that simplicity is not just good, but the most ideal choice. This type of hyperbole plays an important role in communication because it helps express strong opinions, attract attention, and create memorable messages. Through this simple sentence, the speaker successfully delivers a powerful idea in a clear and effective way.

From the analysis, it can be seen that some types of hyperbole are found, while others are not. Based on Claridge’s theory, there are four types of hyperbole that appear in the data: single-word hyperbole, comparison hyperbole, clausal hyperbole, and the role of superlative. On the other hand, there are three types of hyperbole that are not found in this analysis, that is numerical hyperbole, phrasal hyperbole, and repetition.

Discussion

The findings of this study reveal how hyperbole, as a rhetorical device, plays a crucial role in constructing emotional and cultural meanings in NCT Dream’s ISTJ album advertisements. By

utilizing Ferdinand de Saussure's dyadic model of semiotics, this research has shown how the interplay between signifiers (physical signs, such as words and images) and signifieds (the conceptual meanings these signs evoke) engages the audience on multiple levels. Each datum analyzed in this study demonstrates how hyperbolic statements intensify the emotional resonance of the promotional content, helping to build a stronger connection with the viewer.

The emotional intensification identified in the present data is consistent with recent research on the communicative effects of hyperbole. Desai et al., (2025) found that hyperbolic expressions can increase the emotionality perceived by recipients. This is evident in expressions such as "Being alone feels like your hands and feet tied up," which transforms loneliness into an image of physical restriction, and "The sunset is crazy right now," which amplifies excitement through an evaluative expression that cannot be interpreted literally. The findings also complement Stern & Callister (2020) argument that variations in exaggeration may generate different audience evaluations. In the ISTJ video, the strength of the expressions varies, but each expression intensifies a particular meaning, including privilege, restriction, excitement, complexity of identity, and superiority.

NCT Dream's ISTJ promotional video is a suitable object for hyperbole analysis because the promotional content in it contain many exaggerated expressions, emotional statements, and dramatic visual messages. It's to attract attention, strengthen emotions, and create memorable impressions for the audience. In the ISTJ album promotion video, many texts and visual elements show this characteristic clearly.

One reason why ISTJ is appropriate for hyperbole analysis is because the promotional content uses expressive and exaggerated language. For example, sentences such as "Being alone feels like your hands and feet tied up," "The sunset is crazy right now," and "I'm too big for one word to capture my personality" contain strong exaggerations. These expressions are not meant to be understood literally, but they are used to emphasize feelings, personality, and emotional experiences. This makes the album promotion rich in hyperbolic language that can be analyzed using Claudia Claridge's theory.

K-pop promotions often use dramatic communication styles to connect emotionally with audiences. NCT Dream's ISTJ concept combines themes of youth, identity, and self-expression. Hyperbole helps strengthen these themes by making the messages sound more emotional, exciting, and relatable. The exaggerated expressions help fans feel closer to the content and understand the emotions being represented.

The interview-like scenes and direct-to-camera utterances in the ISTJ video also reflect the communicative characteristics of online K-pop platforms. Kim et al., (2021) emphasize that video content and artists' activities are important factors in the performance of K-pop channels, while Kang et al., (2021) show that K-pop videos can stimulate transportation, identification, and parasocial interaction among viewers. The members' individual statements in the ISTJ promotional video can therefore be interpreted as mediated performances of identity that invite viewers to recognize distinct personalities and emotional positions. From this perspective, the hyperbolic expressions contribute not only to the album's promotional message but also to the construction of a seemingly direct relationship between the performers and their audience.

Hyperbole analysis is important because it helps explain how language is used creatively in media and promotion. By analyzing the video, researchers can understand how exaggeration perception and emotional response can has. This study also shows how K-pop promotional media uses hyperbole as a persuasive strategy to attract global audiences.

This research aims to find the meaning of the signifier and the signified in the object used by the researcher. It tries to explain how the object shows certain ideas and messages. By studying these parts, the researcher wants to help people understand how meaning is created and shared through the object. In addition, this study helps viewers and fans better understand the album. By explaining the meaning behind the object and the use of hyperbole, people can see the deeper message in the album. This can make them enjoy the album more and understand the ideas behind it. When people understand the meaning and creative ideas, they may feel more connected to it. As a result, the album becomes not only entertaining but also meaningful.

A study by Yasa (2023) analyzed the pucuk harum advertisement using semiotic theory. The similarity between his research and this study is the use of semiotics to interpret advertising media. Both studies examine how advertisements use signs to convey hidden meanings. However, the difference is in the object and focus.

A study by Riky Astina et al., (2021) analyse hyperbole using figurative language theory and the data is the song lyrics transcript of several The Chainsmoker songs contained in 'Something Just Like This' album, because this album is the most famous of The Chainsmoker album, widely circulated in the world song enjoyer community and much expression in the album that can be analyse.

Study by Sari et al., (2022) analyzed hyperbole using mixed figurative language and theory of meaning in the song lyrics of sempiternal album by bring me the horizon. The result of the analysis shows that there are thirteen examples of hyperbole found in the song lyrics. Based on the analysis, the meanings of these hyperbolic expressions can be divided into three types, namely connotative, affective, and conceptual.

All those previous studies examined and found some differences with the researchers paper. There is studiy using mixed figurative languages by Knickerbocker and Renninger (1963) and theory of meaning by Leech (1981), or semiotic thoery, and only use figurative language theiry. While this study using Saussure's dyadic model theory and hyperbole. the significance difference shows by the result of each studies and the meaning from each studies.

The dyadic model theory helps the researchers to identified and analyzed the signs that will be examined in the study. After the signs have been identified and categorized through the dyadic model approach, the analysis is then further processed using hyperbole theory in order to interpret exaggerated expressions, emphasize the meanings, and reveal the deeper communicative effects conveyed within the data. This initial framework for understanding the relationship between sign and hyperbole meaning

From the analysis, it can be seen that promotional video are designed to be comfortable and enjoyable for the viewers and fans. The people behind the album preparation clearly understand

the idea. The expressive man atmospheres, which makes it suitable and friendly for the viewers and fans. These expressions help create communication within the promotion, such as they answered the question with expression and the text that appear in the video so fans around the world can understand it. It also shows the early communication between the producer and potential buyers about the quality of the product.

Especially with the understandable about hyperbole, that currently can help the fans to understand more about the ISTJ album with this video advertisement, about the sentences, the words that the researcher uses from the object, and the meaning from it.

Conclusion

By analysing the hyperbole meaning using Ferdinand de Saussure's dyadic model, the analysis uncovers how promotional materials function not only as marketing devices but also to construct and communicate layered meanings related to youth. The use of Saussure's dyadic model in this research has proven to be an effective analytical lens for analysis the layers of meaning within textual content and the concept from each datums. The researcher found four types of hyperbole from this study, that is single-word hyperbole, comparison hyperbole, clausal hyperole, and the role of superlative. It helps for viewer knowing more deep and better within the concept album from the promotional video.

But still, there's limitation within the research because it only focus on textual and the concept and this can be the suggestion for another research. Limitation because this research just focusing to the texts in specific areas wheres the man speaking, although there's many text that can be analyse.

Author Contribution Statement

Hanifah Ardiani: Conceptualization and Research Design; Data Curation and Investigation; Methodology; Project Administration; Writing - Original Draft; Writing - Review & Editing. **Andang Saehu**: Conceptualization of Research, Analysis The Research Paper, Review & Editing, Final Approval of The Manusript; **Erlan Aditya Ardiansyah**: Conceptualization of Research, Analysis The Research Paper, Review & Editing, Final Approval of The Manusript

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