

**CONCEPTUAL METAPHORS OF MAKEUP TERMINOLOGY
IN TIKTOK COMMENTS REPRESENTING ROMANTIC
RELATIONSHIP NARRATIVES THROUGH SEMANTIC
ANALYSIS**

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY MALANG
2026**

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Presented to:

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the Requirements for the Degree of Bachelor of Literature (S.S)

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MALANG
2026**

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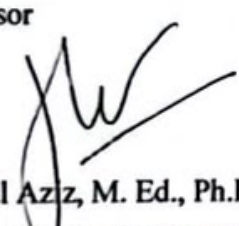
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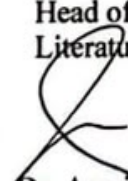
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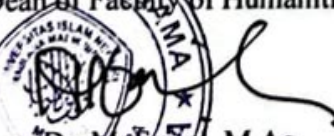
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MOTTO

إِنَّ مَعَ الْعُسْرِ يُسْرًا

‘‘ *Indeed, with hardship comes ease.* ’’

DEDICATION

I dedicate this thesis with full respect, love, and gratitude to my two beloved parents, Mr. Nurhadi and Mrs. Alfi, whose love, sacrifice, and string of evening prayers never cease to guide my every step. Furthermore, to my brother, Haikal, thank you for being an encourager and cheerleader. Thank you for all the prayers and support.

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Then, the researcher also expressed her deep gratitude to her beloved parents, who were always fully supportive and never forgot to offer the best prayers for the researcher. This work is dedicated specifically to every drop of sweat and sacrifice of you and your family. In addition, the researcher expressed her gratitude to all family and relatives for their sincere prayers, especially to Khikmatul Khusna, who always brought cheerfulness and encouragement and was the greatest motivation for the researcher to become a better person and to complete this study

with pride.

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Malang, 18 April 2026

Zekiyati Nuril Aliya

ABSTRACT

Aliya, Zekiyati Nuril 2026. Conceptual Metaphors of Makeup Terminology in TikTok Comments Representing Romantic Relationships Narratives through Semantic Analysis. Thesis. Department of English Literature, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University, Malang. Advisor: Abdul Aziz, M. Ed., Ph.D.

Keywords: Conceptual Metaphor, Makeup Terminology, TikTok, Romantic Relationships, Semantics

The trend of digital communication on social media has shifted the function of makeup terminology from just a practical term to a medium of emotional expression for its users. Different from previous research that highlighted makeup metaphors as a persuasive tool to shape beauty standards, this study reveals a new function of makeup terminology as a metaphorical language to tell personal conflicts in digital public spaces. The study answers two questions: what conceptual metaphors are found in TikTok comments that represent romantic relationships, and how the term makeup is used metaphorically to describe those relationships. Using a qualitative descriptive design and a semantic approach, 27 data points were collected from 7 trending TikTok videos about "relationships in makeup terms" and then analyzed using Lakoff and Johnson's (1980) Conceptual Metaphor Theory. The results showed that romantic relationships were dominated by structural metaphors such as RELATIONSHIP IS A MAKEUP APPLICATION, while orientational metaphors were not found because the speaker emphasized the functional qualities of the product. The term makeup is used metaphorically through the evaluation of product compatibility to assess the compatibility of the relationship, as well as the personification of the product to express emotional dynamics.

ABSTRAK

Aliya, Zekiyati Nuril 2026. Metafora Konseptual Terminologi Riasan Dalam Komentar TikTok Yang Mewakili Narasi Hubungan Romantik Melalui Analisis Semantik. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Abdul Aziz, M. Ed., Ph.D.

Kata kunci: Metafora Konseptual, Terminologi Riasan, TikTok, Hubungan Romantis, Semantik

Tren komunikasi digital di media sosial telah menggeser fungsi terminologi kosmetik dari sekadar istilah praktis menjadi media ekspresi emosional bagi penggunanya. Berbeda dari penelitian sebelumnya yang menyoroti metafora tata rias sebagai alat persuasif untuk membentuk standar kecantikan, penelitian ini mengungkapkan fungsi baru terminologi tata rias sebagai bahasa metaforis untuk menceritakan konflik pribadi di ruang publik digital. Studi ini menjawab dua pertanyaan: metafora konseptual apa yang ditemukan dalam komentar TikTok yang mewakili hubungan romantis, dan bagaimana istilah riasan digunakan secara metaforis untuk menggambarkan hubungan tersebut. Dengan menggunakan desain deskriptif kualitatif dan pendekatan semantik, 27 data dikumpulkan dari 7 video TikTok yang sedang tren "hubungan dalam istilah makeup", kemudian dianalisis menggunakan Teori Metafora Konseptual Lakoff dan Johnson (1980). Hasil penelitian menunjukkan bahwa hubungan romantis didominasi oleh metafora struktural seperti HUBUNGAN ADALAH PENERAPAN RIASAN, sedangkan metafora orientasi tidak ditemukan karena pembicara lebih menekankan pada kualitas fungsional produk. Istilah riasan digunakan secara metaforis melalui evaluasi kompatibilitas produk untuk menilai kompatibilitas hubungan, serta personifikasi produk untuk mengekspresikan dinamika emosional.

الملخص

علياء، زكيياتي نوريل 2026. الاستعارات المفاهيمية لمصطلحات المكياج في تعليقات تيك توك التي تمثل سرديات العلاقات العاطفية من خلال التحليل الدلالي. أطروحة. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية، مالانغ. المشرف: عبد العزيز، ماجستير في التربية، دكتوراه.

الكلمات المفتاحية: الاستعارة المفاهيمية، مصطلحات المكياج، تيك توك، العلاقات الرومانسية، الدلالات

أدى اتجاه التواصل الرقمي على وسائل التواصل الاجتماعي إلى تحويل وظيفة مصطلحات مستحضرات التجميل من مجرد مصطلحات عملية إلى وسيلة للتعبير العاطفي لمستخدميها. وعلى عكس الأبحاث السابقة التي ركزت على استعارات مستحضرات التجميل كأداة إقناعية لتشكيل معايير الجمال، تكشف هذه الدراسة عن وظيفة جديدة لمصطلحات مستحضرات التجميل باعتبارها لغة مجازية لسرد الصراعات الشخصية في الفضاء العام الرقمي. تجيب هذه الدراسة على سؤالين: ما هي الاستعارات المفاهيمية التي تظهر في تعليقات تيك توك والتي تمثل العلاقات الرومانسية، وكيف تُستخدم مصطلحات المكياج بشكل مجازي لوصف هذه العلاقات. باستخدام تصميم وصفي نوعي ونهج دلالي، تم جمع 27 بيانات من 7 مقاطع فيديو شائعة على تيك توك تحت عنوان «العلاقات في مصطلحات مستحضرات التجميل»، ثم تم تحليلها باستخدام نظرية الاستعارة المفاهيمية التي وضعها لاكوف وجونسون (1980). أظهرت نتائج البحث أن العلاقات الرومانسية تهيمن عليها الاستعارات الهيكلية مثل «العلاقة هي تطبيق المكياج»، في حين لم يتم العثور على استعارات توجيهية لأن المتحدثين ركزوا بشكل أكبر على الجودة الوظيفية للمنتج. ويُستخدم مصطلح «المكياج» بشكل مجازي من خلال تقييم توافيق المنتج لتقييم توافيق العلاقة، وكذلك تجسيد المنتج للتعبير عن الديناميكيات العاطفية

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CHAPTER I

INTRODUCTION

This Chapter explains the background of research on the phenomenon of using makeup terminology as a conceptual metaphor in TikTok comments to represent romantic relationships among the younger generation. In addition, this chapter also presents the research questions, the significance of the research, and the scope and limitations of the research. At the end, the definition of key terms used in this research.

A. Background of the Study

The phenomenon of using social media as a space for expression and social interaction is becoming increasingly evident in today's digital age (Stamenković & Mitrović, 2023). Among the platforms widely used by young people, TikTok stands out for its ability to deliver creative and interactive short-form content (Omar & Dequan, 2020). This platform is not only a medium for entertainment but also a space for users to express various life narratives (Zehrung & Chen, 2023). Unlike other social media platforms, TikTok's comment section serves as a space for active and spontaneous interaction, where users often use figurative language, slang, and metaphors to express their social experiences, including the trend of storytelling about romantic relationships thereby creating a new communal space for digital discourse.

The scale of this phenomenon is evidenced by quantitative data from the digital footprint of the selected data. This trend was observed in

seven major viral TikTok videos that collectively garnered more than 4.8 million views, 646,800 likes, and approximately 37,700 comments, generating a massive space for user interaction. In the short videos presented, users employed makeup terms as metaphors to describe romantic relationships. For instance, users employ terms such as “blush,” “cushion,” or “concealer” to depict emotional dynamics, disappointments, and interactions within romantic relationships. In this pattern, the use of makeup terms is not literal but rather systematically conveys metaphorical meanings within social media discourse, particularly on TikTok.

This phenomenon of meaning shift indicates that language is not static but continues to evolve alongside the development of digital culture, particularly among Gen Z (Marzona, 2025). This phenomenon of meaning shift can be understood through semantic analysis. Semantic analysis is a branch of linguistics that focuses on the study of meaning, how meaning is formed, how words and sentences can relate to each other, and how meaning changes over time (Dian Maharani et al., 2025). Semantics studies how the meaning of language is influenced by many factors, including the cognitive and conceptual context of language use Abdel Rahman & Melinger, (2019) In this context, semantic analysis examines makeup terminology, which is closely linked to its literal meaning and is used metaphorically to express abstract concepts related to romantic relationships. Therefore, through a semantic approach, this research serves as a tool to unravel this phenomenon, providing in-depth knowledge of the cognitive mechanisms behind how young people articulate their

interpersonal relationship narratives through unique and culturally relevant perspectives.

Traditionally, metaphors have been considered merely rhetorical devices. However, in cognitive semantics, as explained by (Lin, 2024) and (Beknazarova et al., 2021), Metaphors are viewed as a fundamental cognitive mechanism, in which concrete experiences serve as source domains that help individuals understand abstract concepts through conceptual mapping processes. This approach was then systematically developed by (Lakoff & Johnson, 1980) in Conceptual Metaphor Theory (CMT), which remains the most influential framework in cognitive semantics studies to date. With this theoretical foundation, Conceptual Metaphor Theory (CMT) offers a systematic way to understand how abstract meanings are constructed through concrete experiences. In domain mapping theory, there are two main domains: the source domain, which is a real concept familiar to us, and the target domain, which is an abstract concept we want to understand (Overton & Palermo, 2023). Systematic mapping explains the relationship between these two domains. A semantic analysis of this mapping can show how the use of makeup language systematically represents romantic relationship narratives.

Semantic analysis has been widely used in the study of using Conceptual Metaphor Theory (CMT) across various narrative contexts. In the realm of beauty, metaphors are used to represent cultural constructions of beauty (Bahadur et al., 2025), while other research examining English song lyrics shows that metaphors serve to express emotions and

experiences of love (Nasution et al., 2024;Ngoc et al., 2024). Other studies on social media, including research on metaphors in social media comments, have found that metaphors are used to construct hate speech (Mursyidin et al., 2022) as well as political discourse (Wahome, 2023). In the realm of literature, whether in the form of novels or political speeches, it has been proven that metaphors play a role in shaping meaning and influencing public opinion (Almaani & Arrdaini, 2024). These various studies highlight that conceptual metaphors are important in mapping source and target domains to understand abstract phenomena, whether in cultural, personal emotional, or socio-political discourse contexts. However, studies focusing on the use of makeup terminology sebagai sumber domain in TikTok comments to narrating relationships are still rare. This phenomenon indicates a new area of study, suggesting that conceptual metaphors play a significant role in shaping meaning across various discourse contexts for further development.

Although research on conceptual metaphors has been extensively conducted across various objects and contexts, a deeper exploration is still needed regarding how the term "makeup" is used in TikTok comments to represent relationship narratives. This trend indicates that language originating from the beauty industry is undergoing a broadening of meaning. The interactive and open nature of TikTok's comment sections further enriches this phenomenon, as it gives rise to forms of linguistic expression that reflect netizens' creativity in constructing meaning. It is this uniqueness that makes makeup terminology in TikTok comments

interesting and worthy of study, while also underscoring the novelty of this research in expanding the study of conceptual metaphors in the realm of contemporary social media and serving as foundational documentation of this trend.

The phenomenon of using makeup terminology in TikTok comments emerged alongside a growing trend on the platform where any post containing specific terms often attracts widespread user participation in the form of comments. This trend shows that language originating in the beauty realm is expanding in meaning, as it is not only used to refer to makeup products or activities but is also employed metaphorically to represent the dynamics of romantic relationships. The interactive and open nature of TikTok comment sections further enriches this phenomenon, as it allows various forms of linguistic expression to emerge that reflect netizens' creativity in constructing meaning. This uniqueness makes the terminology of makeup in TikTok comments worthy of selection as a research subject, while also affirming the novelty offered in expanding the study of conceptual metaphors in the realm of contemporary social media.

This research is based on the assumption that the makeup terminology used in comments on TikTok has a deeper metaphorical function than its literal meaning. The next assumption is that in this dynamic social media platform, makeup terminology is systematically used to reflect various aspects of romantic relationship narratives. The final assumption is that through semantic analysis, this research will be able to identify the metaphorical patterns formed, as well as the meanings

contained within them, to reveal how young people understand and articulate the complexities of their romantic relationships.

The purpose of this study is to explain how TikTok users metaphorically use the word "makeup" to indicate romantic relationships in the comment section. Specifically, the aim of this research is to identify and analyze the conceptual metaphors that emerge from the use of makeup terms. To achieve this, the theoretical framework of conceptual metaphor is used by Lakoff & Johnson (1980). Through this analysis, the research is expected to identify domain mapping patterns between the source and target domains that reflect how young people understand and communicate their emotions. This research is expected not only to help develop cognitive semantic research but also to improve the understanding of young people's linguistic abilities to create meaning and portray romantic relationships in the digital communication world.

B. Research Questions

According to the problems given, the research problem is formulated as follows:

1. What are the conceptual metaphors found in TikTok comment represented romantic relationships?
2. How are makeup terms used metaphorically to describe romantic relationships in TikTok comments?

C. Research Significance

This research is expected to contribute from a theoretical and

practical perspective. Theoretically, this research enriches the scientific knowledge of cognitive linguistics. Its main contribution is applying Conceptual Metaphor Theory (CMT) to analyze makeup terminology as a source domain, within the context of TikTok user comments, which are spontaneous and informal digital discourse.

Furthermore, this research practically enriches the literature on digital linguistic literacy by demonstrating how linguistic creativity on popular platforms can be analyzed, which has been rarely studied compared to hate speech or political discourse. The results of this study can provide deep insights for sociologists, educators, and content creators on how subculture language influences perceptions and interactions in online communities.

D. Scope and Limitation

This approach is specifically used for Semantic analysis, which aims to verify cognitive patterns resulting from the mapping of meanings between makeup terminology and romantic relationship narratives. This study focuses on linguistic metaphorical expressions found in TikTok user comments, collected during the period from February 2024 to August 2025. From a theoretical perspective, this study is based on Conceptual Metaphor Theory (CMT) developed by George Lakoff and Mark Johnson.

This study has three limitations. First, the analysis only applies to user comments, meaning it does not analyze the video content itself. Second, this analysis only applies to discourse on the TikTok platform and does not apply to all social media platforms. The third limitation is that the

data collected only reflects views within a set period (February 2024 to August 2025).

E. Definition of Key Terms

The following are the definitions for the important terms utilized in this study:

A. Conceptual metaphor

Conceptual metaphor is a fundamental cognitive mechanism that assists people in understanding abstract concepts by associating their experiences with more concrete things

B. Semantic analysis

Focuses on interpreting meaning, identifies and explains non-literal language expressions in make-up terms.

C. Terminology makes up

Beauty product terms like "foundation", "blush" and "concealer"

D. Comments

Short, spontaneous, interactive, and user-generated discourse that offers authentic language information.

CHAPTER II

REVIEW OF LITERATURE

This chapter discusses the theoretical foundation and previous studies that support this research. It presents several relevant linguistic concepts and frameworks used to analyze the data.

A. Semantic

Semantics is a branch of pure linguistics that studies meaning as the main element in language. This study focuses on how words, phrases, and even sentences convey ideas and how those meanings can be understood by speakers in a particular context. According to (Kreidler, 2002). In his study, explain that semantics is the systematic study of how we use language forms, such as words or sentences, to convey meaning in communication. In other words, semantic studies aim to explain how words are connected to the real-world objects they represent (Holtgraves, 2008). states that meaning is not only inherently attached to words, but also arises from the interaction between language, thought, and social context. Every utterance we make has both a literal meaning and an implied meaning that follows from how the language is used. This statement is also in line with the view (Kroeger, 2022) which states that the study of semantics examines how language represents the real world through meanings that are collectively understood by speakers.

In general, the study of semantics is divided into two main parts: lexical semantics and compositional semantics. Lexical semantics

studies the meanings of words and their relationships with other words, such as synonyms, antonyms, or polysemy (Geeraerts, 2017). On the other hand, compositional semantics studies the meaning of small units in the form of words or phrases that combine to form a larger meaning in the form of a sentence (Mitchell & Lapata, 2010). From these two main parts of semantics, it can be concluded that meaning depends on grammatical structure, social context, and the cultural background of the speaker.

In the development of modern linguistic studies, the study of semantics is often associated with semiotics. Semiotics is the study that examines signs or symbols. According to (Noam Chomsky, 1975) language is a system of signs used by humans to represent knowledge about their world. Therefore, meaning in semantic studies is not only interpreted as the relationship between words and objects, but also as the result of social and cognitive constructions that show how humans make sense of the reality around them.

Understanding semantic studies is important in language analysis because it can reveal how humans convey meaning through this system of signs. Lupyan & Winter (2018) explain that meaning in semantic studies is the normal meaning inherent in a linguistic expression, regardless of the speaker's intention. However, in actual communication practice, this meaning is often influenced by social and emotional context, which generates new interpretations. Thus, semantic studies play an important role in understanding how meaning

is formed and used in human communication. In the context of this research. Thus, this semantic study plays an important role in understanding how meaning is formed and used in human communication. In the context of this research, the semantic study is used as a basis to analyze how TikTok platform users use the term 'makeup' to express their romantic experiences. However, traditional semantic theories that focus more on the relationship between words and objects are not enough to explain how netizens construct meaning through experience and conceptual systems. This limitation then gave rise to the study of cognitive semantics, a branch of semantics that emphasizes the role of human cognition in shaping meaning.

B. Semantic Cognitive

Cognitive semantics is a derivative of cognitive linguistics that emphasizes that the meaning of language does not stand alone, but rather reflects the way humans think and make sense of the world around them (Perlovsky, 2009). It is argued that language is an integral part of the human cognitive system, so the study of language is also a study of cognition. Thus, the structure of meaning in language reflects how humans conceptualize their experiences. Unlike the semantic view that sees meaning as having a direct relationship with words and objects, cognitive semantics sees meaning as being formed through cognitive processes influenced by the speaker's experiences, perceptions, and cultural knowledge (Lakoff, 1988).

Cognitive semantics emerged around 1970 as a form of

resistance to the objectivist view in traditional semantics, in which linguistic explanations do not come solely from the structure of language, such as syntax, phonology, or morphology, but can also come from areas outside of language, namely through human thought and experience as language speakers (Green, 2006). This statement is also in line with (Halliday & Matthiessen, 2006), stating that cognitive semantics is an approach based on the experience of how language is used and experienced by humans in the real world. According to (O'Connor, 2006), this cognitive semantic approach examines the relationship between experience, conceptual systems, and the semantic structures produced by language. Thus, cognitive semantics studies the combination of conceptual representations, such as experience and knowledge, with the linguistic structures that serve as their medium of expression.

In the context of modern linguistics, cognitive semantics plays an important role in understanding figurative language such as metaphors and metonymy (Panther & Thornburg, 2017). (Gibbs, 1996) emphasizes that conceptual metaphor is part of the cognitive process that allows humans to understand abstract concepts through real-world experiences. Therefore, cognitive semantic analysis is often used to interpret metaphorical expressions in various forms of communication, both spoken and written. By understanding how cognitive semantics works, researchers can conclude that language is not merely a tool for conveying messages literally, but also a reflection of how humans think and interact with the reality around them. Departing from this

perspective, the concrete form of cognition's work in shaping meaning can be seen using figurative language, namely metaphor.

C. Metaphor

In the study of semantics, meaning is not always understood literally, but can also be formed through the use of figurative language, one of which is metaphor. Metaphors are part of the study of semantics that allow humans to understand a concept through other, more familiar concepts. In general, a metaphor refers to the comparison between two different things to produce new understanding and meaning. According to (Greene, 1946), metaphor is the transfer of meaning from one object or concept to another object or concept based on certain similarities. At first, metaphor was only seen as a style of language used to exaggerate literary works or speech. However, as the study of linguistics progressed, metaphors were no longer understood only as an aesthetic element of language but also as part of the way humans think and understand the world. Thus, metaphors not only serve as a language style but also as a way for humans to construct and understand meaning in everyday communication.

In its development, there are various theories used to explain how metaphors work in language. One of the earliest theories was the Comparison Theory put forward by Aristotle. This theory explains that metaphor is a form of implicit comparison between two different things. For example, in the phrase "She is a flower", a woman is compared to a flower to show beauty and tenderness. In this theory,

metaphor is understood as a short form of simile or parable because it implicitly means "She is like a flower." However, this theory is considered to be limited because it only emphasizes elements of similarity and linguistic creation without explaining how metaphors affect the way humans think and understand certain concepts.

After the era of Aristotle, the development of the study of metaphors underwent a significant shift through the thought of (Richards, 1936). Richards refutes the traditional view that only considers metaphors as a decoration of words in literature. According to Richards (1936), metaphor is a cognitive activity that becomes the use of everyday language. Richards explained that metaphors are created when two different ideas interact with each other and produce a unique new meaning. In this process, there are three main elements, namely: *tenor* as the main subject discussed, *the vehicle* image borrowed to explain the subject, and *ground* is the point of similarity that brings the two together (Jordan & Adams, 1976) For example, in the phrase "time is a thief", time is *the tenor* and the thief is *a vehicle*. Its metaphorical meaning arises when the characteristic of a thief who "stealth something" interacts with the concept of time "that passes unconsciously". The ground breaking results create an understanding that time can just disappear. Richards asserts that although these two meanings are integrated in the metaphor, their literal meanings remain in the background as the foundation of the interaction.

This theory of interaction metaphor was later expanded by Max

Black, who asserted that metaphors rely heavily on general implications and situational context. According to Black (1977) speech can be categorized as a metaphor if the context supports the existence of a distortion of literal meaning. An example of the phrase "The lion is hungry" would have a literal meaning when uttered in front of the zoo's enclosure. However, the same sentence would turn into a metaphor if it were used to describe an aggressive lawyer in the courtroom. Thus, interaction theory views metaphors not as a comparison of physical objects, but as the meeting of two systems of thought whose meaning is determined by the situation and the common understanding between the speaker and the listener.

The peak of the development of metaphor studies was marked by the birth of the book *Metaphors We Live By* by Lakoff and Johnson (1980). Cognitive linguistics views that metaphors are not just a decoration of language, but the foundation of the way humans think. Lakoff and Johnson (1980) affirm that metaphors are present in our daily lives. The main principle of this theory is the relationship between the concrete source realm and the abstract object domain. The process of connecting these two domains is called mapping. The result of mapping in the mind is called conceptual metaphor, while spoken expressions are called linguistic metaphors. For example, in the concept of LOVE IS JOURNEY, the concrete realm of travel is used to understand the abstract concept of "love". This gives rise to the linguistic expression "Our relationship is at a crossroads". In addition,

the theory includes personification as part of a metaphor, in which inanimate objects are given human attributes to clarify the picture of emotions. Departing from this frame of thought, the researcher concluded that this theory is the most appropriate analytical tool to dissect the phenomenon of language in this study.

D. Conceptual Metaphor Theory

Based on this theoretical foundation, this study adopts Conceptual Metaphor Theory as the main framework, is a theory from cognitive linguistics that helps us understand something abstract through things we commonly use in the real world (Lakoff, George, 2020). This study was initiated by George Lakoff and Mark Johnson, as explained in their book entitled 'Metaphors We Live By', published in 1980. Initially, people thought that metaphors were merely a part of linguistic style aimed at beautifying writing or speech, but Lakoff and Johnson (2003) rejected this view by stating that metaphors are a fundamental part of the way humans think. Humans use metaphors in everyday life to help understand abstract concepts through the real experiences they undergo. Therefore, it can be said that metaphors are not merely a linguistic phenomenon but also a conceptual phenomenon that shapes the way we understand the world.

Lakoff and Johnson (1980) stated that fundamentally, a metaphor is understanding one thing (the target concept) through another thing (the source concept). For example, when someone

says, 'Our relationship is at the end of the road,' the person is not literally talking about a road, but rather using the concept of a journey to understand the process of a romantic relationship. In this discussion, real-world experiences of a journey become a way to make sense of something abstract, like a relationship. Through their book, Lakoff and Johnson, titled "Metaphors We Live By" (1980), provide the example of the conceptual metaphor ARGUMENT IS WAR. Through this metaphor, an argument is understood through the concept of war. Expressions that arise, such as 'He attacked my argument' or 'I defended my point', indicate that the process of debating is understood as if it were a battlefield, containing attacks, defenses, and victories and defeats. From that explanation, it can be interpreted that the conceptual structure of 'war' is used to help understand and express activities such as arguing.

In this theoretical concept, there are two domains, namely the source domain and the target domain (Lakoff, 2003). The source domain here is used to understand abstract concepts in the target domain. The target domain usually consists of things that often occur in real-life, everyday experiences. Metaphors here organize relationships between objects and provide understanding of a particular object through the understanding of another object (Lakoff, 1988). Through the relationship between these two domains, humans are able to systematically structure abstract experiences based on familiar real-life experiences. Based on this, it

shows the existence of mapping patterns that then form various types of conceptual metaphors, which serve as the basis for understanding how language and human thought work. Referring to Lakoff and Johnson (1980), it is stated that there are three types of conceptual metaphors, namely structural metaphor, orientational metaphor, and ontological metaphor.

1. Structural Metaphor

A structural metaphor is a type of metaphor in which one concept is understood through the conceptual structure of another concept. In other words, one domain of experience describes and interprets another domain of experience (Lakoff, 2003). For example, in the metaphor LIFE IS A JOURNEY. From this metaphor, life is understood through the structure of a journey. Expression such as:

“He is at a *crossroads* in his life.”

“He has come a *long way*. ”

“They are walking in different *directions*”

Those expressions show how elements of a journey, such as direction, destination, and movement, are mapped into the concept of life. Through this metaphor, life is understood as a process that has goals, challenges, and development

2. Orientational Metaphor

Orientational metaphors function to organize concepts based on spatial orientation and human physical experience. This

type of metaphor does not structure concepts directly, but provides direction and dimensions of meaning related to spatial orientation, such as up-down, in-out, or front- back (Lakoff & Johnson, 1980). An example of an orientational metaphor is POWER IS UP. This metaphor can be seen expression such as :

“He is at the *top*.”

“His position has gone *up*.”

In these expressions, the position of being up is used to describe social status and power. This shows how the experience of physical space is used to understand abstract social relationships.

3. Ontological Metaphor

According to (Margolis & Laurence, 2007), ontological metaphors occur when people treat abstract concepts, such as feelings, ideas, or processes, as if they were real objects or entities. In this way, humans can use tangible concepts to understand intangible things. In the metaphor STRESS IS A BURDEN, stress is understood as a physical object that can be carried. For example, expression such as:

“He *carries* a lot of stress”

“The *burden* of stress is too heavy”

“He needs to *release* his stress”

From these expressions show how stress is conceptualized as an object. Ontological metaphors, abstract

experiences can be managed more rationally based on real human experiences. Based on the classification of the three types of conceptual metaphors, this mapping is no longer limited to literary texts or formal speeches but has expanded alongside the development of modern digital culture. This mechanism of cognitive mapping is now migrating on a massive scale to digital platforms, underscoring the importance of studying how metaphorical dynamics operate within the social media landscape.

E. Metaphor in Social Media

Social media today has become a primary space for users to create linguistic expressions, identities, and cultures (Mohamed & Hag, 2023). This is also expressed by (Azzaakiyyah, 2023), stating that current technological developments have changed the way humans communicate, where language is not only used to convey information but also to express emotions. In the context of this study, social media users who use metaphors to express their experiences emotionally employ a strategy that plays an important role. This phenomenon aligns with the view of (Hasyim & Arafah, 2023) that language on social media tends to be multimodal by combining text, images, and symbols, so the meaning produced comes not only from words but also from the social and visual context that accompanies them.

Metaphors in social media, for the reasons mentioned above, function as conceptual tools to connect personal experiences with

broader social phenomena. Social media users not only write metaphors to communicate but also to create new meanings that showcase digital identity and culture. This aligns with (Wyatt, 2021), in digital media, metaphors play an important role in shaping new discourse and ideology. Social media users often use metaphors to express political opinions, describe emotional experiences, or frame social reality. For example, the use of the metaphor 'masking emotion,' commonly found on social media, depicts everyday activities such as using camera filters, which are employed to realize social experiences.

The phenomenon of metaphor use is not limited to a single platform but can be found widely on other social media platforms, including Instagram, X, and Facebook. A study by Zamani et al., (2025) of advertisements and user comments on Instagram accounts such as Pringles, Doritos, and KFC found that conceptual metaphors play a dominant role in shaping users' emotional responses and engagement with a product. A study by Hodalska (2018) also found that netizens on digital platforms use visual and narrative metaphors to express deep emotions that are difficult to convey with ordinary words. Netizens creatively transform real-world objects and place them in new conceptual contexts as a form of collective emotional expression in the digital space. Thus, the phenomenon of using metaphors in comment sections is actually part of a broader pattern of figurative communication across all contemporary social media platforms.

On social media platforms, particularly TikTok, the use of

metaphors has developed due to the platform's short and creative nature. This platform enables users to convey ideas through symbolic forms of expression, whether through text, videos, or comments. As stated by (Schipper & Oliva, 2022) TikTok has become a space for creating mini narratives built through snippets of text or comments that often use metaphors to enhance emotional effects. According to (Eryc, 2022) the younger generation, such as Gen Z, uses TikTok as a means to express their social experiences. Through this, metaphors play a role for users in expressing emotions with light, creative, and contextual language. For example, in comments on trending videos about romantic relationships, words like 'blush,' 'concealer,' or 'foundation' are used metaphorically to describe the dynamics of their relationships. Thus, this aligns with the view. (Joalle et al., 2025) the phenomenon shows that the language used on social media is not fixed, but continues to evolve, vary, and follow changes in digital culture.

CHAPTER III

RESEARCH METHOD

This chapter consists of the methodological framework used in this research. It describes the research paradigm, research approach, research instrument, data and data source, data collection procedures, and steps taken to analyze the findings. Each component is explained to show how this study was conducted to answer the questions posed.

A. Research Design

This research adopts a qualitative research design with the aim is to explore and describe the types and use of conceptual metaphors in TikTok comments that use makeup terms to describe romantic relationships. As Creswell (2022) states, qualitative research is a means for exploring and understanding social or human problems. This research focuses not on numerical measurement but on interpreting meaning, linguistic patterns, and cognitive mapping processes behind the use of makeup terminology in describing romantic relationships.

This study employs a qualitative descriptive method, which is appropriate for presenting the findings in the form of words, phrases, and explanatory data in depth without involving statistical calculations. This approach is used to interpret how TikTok users express their emotional and relational experiences through makeup terms used metaphorically. Through this method, the researcher seeks to understand the conceptual meaning behind word choices and how these meanings represent users' ways of thinking in the

context of digital culture. Thus, this study emphasizes the analysis of the form, function, and metaphorical meaning in TikTok comment discourse from a cognitive semantic perspective based on the Conceptual Metaphor Theory (Lakoff & Johnson, 2003).

B. Data and Data Source

The research data consists of language type units in the form of words, phrases, and sentences that contain cosmetic conceptual metaphors to represent the narrative of romantic relationships. The data was taken from the written speech of users in the TikTok comment column. Meanwhile, the source of data for this research is 7 videos uploaded on the TikTok platform that contain the trend "Explain your relationship in makeup terms". Data collection was conducted from February 2024 to March 2025, when the trend was popular and widely used by TikTok users. This timing is selected to ensure that the collected data represents an up-to-date linguistic phenomenon. The selected videos were uploaded by several TikTok accounts are @mindfullness160, @kimberlymarie, @11_jsuggitin, @dwynnawin, @paulah, and @wheresmishell.

C. Data Collection

In terms of data selection, this study employed a purposive sampling technique, which is a method of data collection carried out intentionally based on specific criteria relevant to the research objectives (Etikan, 2016). Using this technique, seven TikTok videos were selected because they met the criteria: they were uploaded by public accounts, focused on romantic narrative trends, and went viral with approximately 4.8 million views, ensuring active engagement from netizens. The researcher has used the documentation method

to collect data through the following steps. First, researchers conducted digital observations on the TikTok platform to identify content that uses cosmetic metaphors. Second, the researcher recorded digital data by taking screenshots of all relevant comments on seven selected videos. After collecting the data, the researcher reduces the data to ensure the validity of the findings.

The researcher conducted a screening by selecting only 27 data points that met the following criteria: first, the researcher only selected comments that had a clear conceptual mapping and interaction level. The researcher prioritizes comments that have a clear context and a relatively high number of likes as an indicator that the comments are relevant and understood by the audience on the TikTok platform. Second, the researcher ensured the credibility of the data by selecting comments from the original user account (not the bot account) to avoid spam and repetitive ones that were not included. Third, the researchers removed comments that referred to reviews of cosmetic or skincare products, such as *toners, moisturizers, and serums*, from the data. Through this process, the researcher ensures that the selected data is of quality and is able to represent the cognition of the speaker. Limiting the data set to 27 cases ensures that the descriptive qualitative analysis in this study remains focused, in-depth, and well-managed.

D. Data Analysis

After the researcher obtained the data that meet the criteria for the research to be conducted, the next step is to perform the analysis. The first stage is the process of identifying metaphorical expressions, whereby researchers distinguish between literal and metaphorical uses of makeup

terms. At this stage, the researcher will see if there is a difference between the basic meaning and the contextual meaning; if there is, it is categorized as a metaphor. In the second step, researchers will map the relationship between the source domain, namely makeup terms, and the target domain, which is the romantic relationships described by TikTok users in the comments section. The third stage is conceptualization, which involves formulating metaphorical patterns into conceptual metaphors and determining the type of metaphor according to Lakoff and Johnson's (1980) categories, such as structural, oriental, or ontological. The final stage in data analysis is the interpretation stage, where the researcher will interpret how makeup metaphors are used by TikTok users to describe the dynamics of their romantic relationships. Through this series of analytical processes, the researcher can explore the use of metaphors in creative and innovative digital interactions. After completing all stages of analysis, the researcher concludes the dominant metaphor patterns and how they represent users' perceptions of romantic relationships on TikTok.

E. Data Triangulation

Data source triangulation was conducted by comparing the use of the same cosmetic terms (such as “cushion” or “concealer”) across seven TikTok videos uploaded by different creators. The consistency of this pattern demonstrates that this language is a valid group-specific language, not merely a linguistic game.

F. Research Ethics

Since the data used in this study was derived from public TikTok comments,

this study took into account ethical considerations regarding user privacy. Although the comments analyzed are part of public discourse and accessible to anyone on the platform, the researcher anonymized all users (usernames) appearing in the data by obscuring information that could identify users such as profile names and photos in every screenshot presented in the findings and appendices of this study. Each netizen's post was identified solely using objective alphanumeric codes, namely Data 1 through Data 27. Data collection was also conducted passively and non-intrusively (without disruption). The researchers acted purely as observers of public text without interacting with netizens or accessing private accounts.

CHAPTER IV

FINDING AND DISCUSSION

This chapter presents findings and analysis of data collected from TikTok comments containing the term makeup that is used metaphorically to narrate romantic relationships. The data is a metaphorical expression written by TikTok users in response to a trend that discusses romantic relationships through makeup terminology. Through several techniques, the researcher selected comments that contained conceptual metaphorical expressions related to romantic experiences.

Conceptual metaphors are understood as cognitive mechanisms by which a conceptual domain is understood through other conceptual domains (Lakoff, 2003). In this study, various experiences related to makeup are the source domain, while romantic relationships are the target domain. This study identified some of the conceptual metaphors found in TikTok comments that represent romantic relationships. The findings and discussion are described based on the Conceptual Metaphor Theory proposed by George Lakoff and Mark Johnson (1980) to answer the formulation of the problem in this study.

A. Findings

This section explains the results of data analysis related to conceptual metaphors to answer the formulation of the problem that has been formulated at the beginning of the chapter. Based on data analysis, researchers found 27 conceptual metaphor expressions in TikTok comments. The analysis was carried out by identifying the metaphorical expressions in each comment, determining the type of conceptual metaphor found, identifying the source domain and the target domain, and interpreting how makeup terminology is

used metaphorically to represent the experience of a romantic relationship.

1. Structural Metaphor

A structural metaphor is a type of metaphor in which an abstract concept is constructed and understood systematically based on the structure of another, more concrete concept with clear physical experiences. In the context of this study, the activities of selection, application, durability, and physical characteristics of cosmetic products are used by netizens to structure their understanding of dynamics, commitment, and compatibility.

Datum 1

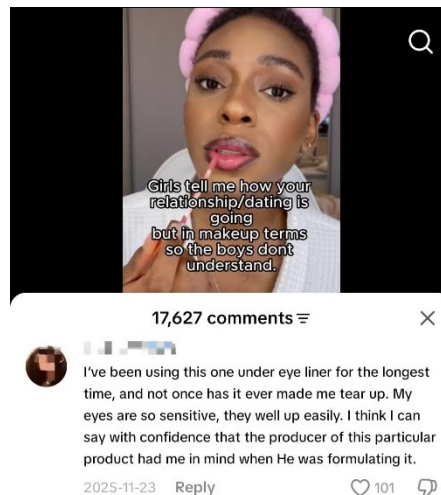


Figure 4.1

This comment was in response to the video content uploaded by @Wheresmishell. In the video, the account owner created video content with the words "Girls tell me how your relationship is going, but in makeup terms so the boys don't understand". This data uses the term foundation metaphorically to represent a long-standing romantic relationship. Literally, foundation is a makeup product that is used to provide coverage on the face. However, in this dataset, the physical properties and user experience of the

product are structured to provide insight into the relational experience. The mapping between the source domain and the target domain in this comment can be broken down as follows:

Source Domain (Foundation)	Target Domain (Romantic Relationship)
Using one foundation for 8 years	Long-standing relationships
Foundation blends well with the skin	Relationships feel right
Foundation gives full coverage	Relationships that provide a sense of security
Foundation running out	Fear of losing a relationship

The conceptual metaphor found is **ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY**.

The phrase "blends so well with my skin" maps the experience of a foundation that blends naturally with the skin into a romantic relationship that feels suitable and comfortable for the speaker. Furthermore, the phrase "*it keeps giving full coverage*" shifts the protective function from a foundation that conceals facial imperfections to a partner who consistently provides emotional security. Based on this, users draw on this cosmetic analogy to express long-term stability and mutual trust.

Datum 2

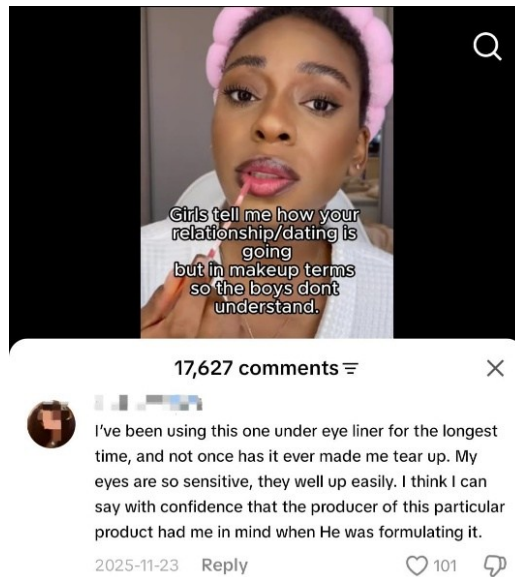


Figure 4.2

This post was created by an anonymous account reacting to digital content posted by @Wheresmishell. In the literal sense, “under-eyeliner” refers to a specific cosmetic product formulated to define the lower eye contour. Rather than being interpreted literally, this text actually uses the product’s gentle formula to illustrate a safe romantic relationship free from toxic conflict. The structural correlation between the source domain (cosmetics) and the target domain (relationships) can be elaborated as follows:

Source Domain (Mascara)	Target Domain (Romantic Relationship)
Under eyeliner never made tears up	Relationships that don't hurt
Sensitive eyes	Easily injured
Product had the user in mind	Partner understand well

The conceptual metaphor found is **ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY**. This utterance functions as a structural

metaphor because the consumer's experience of finding cosmetic products that do not irritate provides a framework for the speaker to evaluate emotional harmony.

Linguistically, the phrase *"not once has it ever made me tear up"* draws a parallel between the physical resilience of an eye care product that prevents physical irritation and an intimate relationship that causes no emotional trauma or sadness for the speaker. Furthermore, the statement *"the producer of this particular product had me in mind"* elegantly maps the custom-made cosmetic formula onto the image of an ideal partner who possesses a deep understanding of the speaker's emotional needs. Thus, this phrase serves as a powerful metaphor for emotional comfort and security.

Datum 3

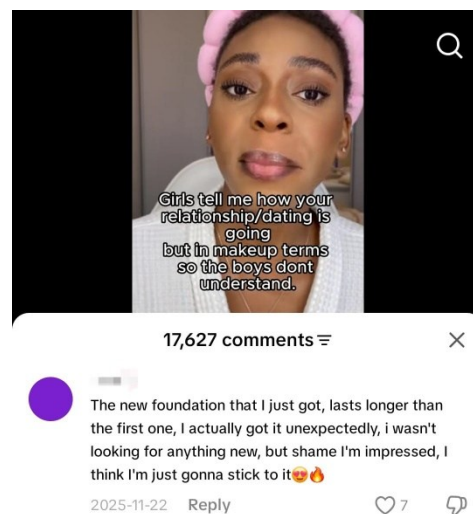


Figure 4.3

From a literal point of view, *foundation* is a makeup base used to harmonize the complexities of the skin with a certain level of time resistance. However, in this specific context, the assessment of the quality and structural

resilience of the newly purchased foundation is used to express the commitment of the new relationship. The cognitive mapping between the source realm and the target realm is outlined below:

Source Domain (Foundation)	Target Domain (Romantic Relationship)
New foundation last longer	New relationships are going well
Got it unexpectedly	Relationships happen unexpectedly
Gonna stick to it	Maintaining relationships

The conceptual metaphor found is **ROMANTIC RELATIONSHIP IS FOUNDATION**.

The phrase "last longer than the first one" suggests that foundation durability is used to describe a new relationship that is considered better than the previous one. In addition, the expression "I think I'm just going to stick to it" maps the experience of maintaining foundation use into the desire to maintain the relationship. Thus, the metaphorical use of makeup terms in this data is used to understand commitment in romantic relationships.

Datum 4



Figure 4.4

Speakers introduced the cosmetic term '*mascara*' to describe painful interpersonal experiences. Literally, mascara is applied to darken, thicken, and lift eyelashes. However, the physical discomfort resulting from using damaged or dry cosmetic products is mapped into the emotional stress of a relationship that doesn't go well. The corresponding mapping between the two domains is detailed below:

Source Domain (Mascara)	Target Domain (Romantic Relationship)
Old mascara	Old relationships
Mascara is dry and no longer	Relationships don't go well
Mascara stabs in the eye and makes the user tear up	Relationships that cause pain

Based on the mapping of the source domain and the target domain, the conceptual metaphor found is **A ROMANTIC PARTNER IS MASCARA**.

Textual evidence suggests that the phrase "*no longer serves its purpose*" refers to a romantic relationship that has ceased to provide the mutual comfort it once had. This is emphasized by a powerful visual expression, "*stabs me in the eye and makes me tear up,*" which transfers the physical pain of a dry mascara applicator prick into the emotional torment inflicted by a toxic partner. The term mascara in this data is used metaphorically to understand relationships that are maintained despite causing pain.

Datum 5



Figure 4.5

Literally, *cushion* is defined as a liquid sponge-based cosmetic product that functions to harmonize the complexity of facial skin tone. However, in this data, the sensory and physical experiences of using the product are metaphorically integrated to abstract the developmental phase in a romantic relationship. The structured mapping between *the source domain* (source domain) and *the target domain* (target domain) in this speech is described as follows:

Source Domain (Cushion)	Target Domain (Romantic Relationship)
Cushion one shade lighter	Partner who are considered less compatible
People said it was the wrong one	Others are not supportive
Cushion oxidized and suited the skin	Relationships slowly become compatible

Based on the mapping of the source domain and the target domain, the conceptual metaphor found is **ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY**. This conceptualization operates at the level

of structural metaphors because the schema of physical experience regarding the adjustment of the color of facial products is used as a cognitive basis for evaluating the process of achieving interpersonal harmony.

The phrase "people said that I chose the wrong one" suggests that the relationship was initially considered incompatible by others. However, the next phrase is written "it oxidized and it suits my skin very well"; The expression maps the discoloration of the cushion that slowly adjusts to the skin into a relationship that feels more and more suitable over time. Thus, the term cushion in this data is used metaphorically to understand the process of developing compatibility in romantic relationships.

Datum 6



Figure 4.6

This digital text projects the cosmetic term '*foundation*' in a non-literal way to represent the dynamics of a romantic relationship. Literally, *foundation* is a basic makeup product that is applied to harmonize the complexion of the

face and create an even skin look. But in this data, the functional properties of the product are used as a cognitive scheme to conceptualize romantic travel. The fundamental difference between the denotative meaning of the material product and the contextual meaning of romance confirms the existence of conceptual metaphor. The representational correlation between the source domain and the target domain is mapped as follows:

Source Domain (Foundation)	Target Domain (Romantic Relationship)
Foundation	Couples in a romantic relationship
Foundation no longer fits	Relationships start to feel incompatible
Weird under certain lighting	Discomfort in certain situations
Changed formula	Changes in relationships
Too used to it to change it	Stay in the relationship

The conceptual metaphor found is **ROMANTIC COMPATIBILITY IS MAKE UP COMPATIBILITY**.

The phrase "my foundation fits me as much anymore" shows that the relationship that was previously suitable is starting to feel different. In addition, the expression "its weird under certain lighting". Mapping a foundation that looks odd in a certain lighting into a relationship that seems problematic in certain situations. Meanwhile, the phrase "they changed the formula" describes a change in the relationship or partner that makes the relationship no longer feel the same as before. In the part "im too used to it to change it", foundation is understood as a relationship that is maintained because it is already used to it. Thus, the term foundation in this data is used metaphorically to understand romantic relationships that begin to change and feel incompatible, but are still maintained due to interests and habits.

Datum 7

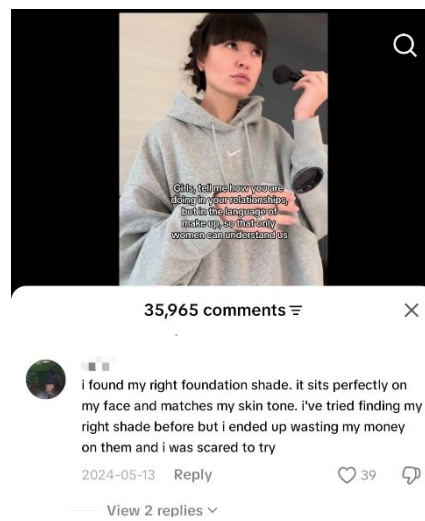


Figure 4.7

This comment was written as a response to the video content uploaded by @stasya.bryk. In the video, the account owner made video content while wearing powder while finishing her makeup with the words "Girls, tell me how you are doing in your relationships, but in the language of make-up, so that only women can understand". In the comment, the word foundation shade is used metaphorically to describe the journey of finding the right partner. Literally, foundation is a makeup product that is used to even out skin tone, while foundation shade refers to the color of foundation that matches the user's skin tone. There is a difference between literal meaning and contextual meaning, so this expression is categorized as a conceptual metaphor. Based on the above identification, the following is a description of the mapping of source domains and target domains:

Source Domain (Foundation shade)	Target Domain (Romantic Relationship)
Right foundation shade	A relationship that feels strong at first
Foundation matches the skin tone	Relationships start to fade/diminish
Wasting money on the wrong shade	Always trying to improve relationships

From the conceptual mapping between the source domain and the target domain, the conceptual metaphor found is **ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY**. The metaphors in this data belong to a type of structural metaphor because the experience of choosing and matching foundations is systematically mapped into an abstract experiential structure regarding compatibility in romantic relationships.

In this data, there is the phrase "*it sits perfectly on my face and matches my skin tone*" used to describe a romantic relationship that matches the speaker. Meanwhile, the expression "*I was scared to try*" semantically maps the fear of trying a new makeup product into the fear of opening up to a new romantic relationship due to a previous bad experience. The phrase structurally maps the user's psychological fear in trying new cosmetic product formulas that risk triggering skin irritation into the psychological realm of romance. Through this combination, the speaker analogizes the journey of finding the right match through the process of choosing cosmetic colors.

Datum 8

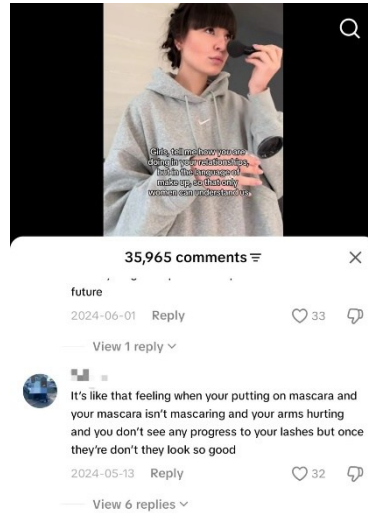


Figure 4.8

This comment was written in response to the video content uploaded by @stasya.bryk. In the video, the account owner made video content while wearing powder while finishing her makeup with the words "Girls, tell me how you are doing in your relationships, but in the language of make-up, so that only women can understand". In the commentary, the term mascara is used metaphorically to represent the process of living a romantic relationship. Literally, mascara is a makeup product that is used to thicken and beautify eyelashes. However, in this commentary, the experience of using mascara is used to describe a romantic relationship. There is a clear distinction between literal meaning and contextual meaning, so this expression is categorized as a conceptual metaphor. The stark contrast between the mechanical functions of such inanimate objects and the relational emotional dimension is outlined through the following mapping relationships:

Source Domain (Mascara)	Target Domain (Romantic Relationship)
Mascara isn't mascared	Inappropriate relationships
Don't see any progress to your lashes	Relationships feel undeveloped
Lashes finally look good	Relationships bring happiness

The conceptual metaphor that is formed is **RELATIONSHIP EFFORT IS APPLYING MASCARA**. This metaphor falls into the category of structural metaphors because the concrete experience of using mascara is used to understand abstract experiences regarding effort and process in a romantic relationship.

From a cognitive semantics perspective, the phrase “mascara isn’t mascaring” illustrates a shift from the noun class to the verb class in order to frame the cosmetic’s failure to perform as a concept of a relationship that is faltering or not functioning as it should. This is reinforced by the expression “Don’t see any progress to your lashes,” which frames the lack of visible results from eyelash makeup as a representation of a stagnant relational interaction. However, emotional satisfaction at the end of a relationship is successfully contrasted through the clause “once they’re done they look so good,” which transfers the aesthetic end result of eye makeup application into the achievement of a happy relationship.

Datum 9

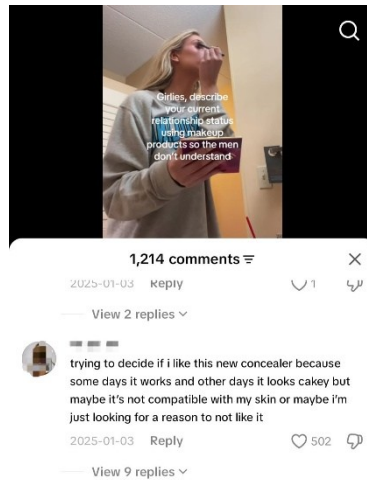


Figure 4.9

This comment was written in response to the video content uploaded by @Kimberlymarie. The speaker uses the term “concealer” in a non-literal sense to describe the characteristics of a romantic partner. Literally, a concealer is a solid or liquid cosmetic product with high coverage designed to conceal dark spots or imperfections on the face. The structure of this mapping from the concrete domain of cosmetics to the abstract relational domain is explained as follows:

Source Domain (Concealer)	Target Domain (Romantic Relationship)
New concealer	New Partner
Concealer sometimes works sometimes cakey	A couple who is sometimes good, sometimes feels uncomfortable
Maybe it's not compatible with my skin	Incompatibility in relationships

Based on the mapping results, it can be concluded that the conceptual metaphor formed is **ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY**. This metaphor belongs to the structural metaphor

because the structure of the experience of using concealer whose results are inconsistent, is systematically mapped into the structure of the experience of living a romantic relationship.

In this data, the phrase "some days it works and other days it looks cakey" is used to narrate a romantic relationship partner who is sometimes good, sometimes uncomfortable, as is the case in the use of makeup when the concealer cakey will look heavy and uncomfortable. The phrase "Maybe it's not compatible with my skin" represents the existence of a possible mismatch in a romantic relationship. Thus, the term concealer in this data is used metaphorically to understand instability in romantic relationships.

Datum 10

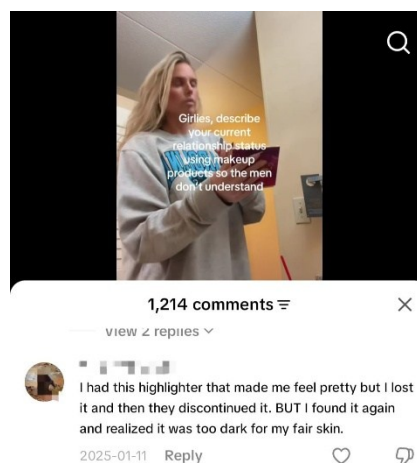


Figure 4.10

In the video, the account owner made video content while wearing eyeshadow while finishing her makeup with the words "Girlies, describe your current relationship status using a makeup product so the men don't understand". Based on these comments, the word highlighter is used metaphorically to represent a romantic partner that the speaker once had.

Literally, the meaning of the word highlighter is a makeup product that is used in the final step of makeup to give a shiny effect to makeup. Based on this identification, the mapping of the source domain and target domain is as follows:

Source Domain (highlighter)	Target Domain (Romantic Relationship)
Highlighter made the user feel pretty	Couples give a sense of confidence
Lost the highlighter	Loss of a partner
Highlighter discontinued	Relationships that cannot be continued
Finding the highlighter again	Reunited with an ex-partner
Too dark for fair skin	Incompatibility in romantic relationships

From the mapping, the conceptual metaphor found is **ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY**. This metaphor falls into the category of structural metaphors because the experience of evaluating highlighters is used to understand abstract things about romantic relationships.

In this data, the phrase "made me feel pretty" is used to describe a relationship that once provided emotional happiness to the speaker. Meanwhile, the expression "it was too dark for my fair skin" represents the realization that the relationship is actually not suitable for the speaker. Thus, the term highlighter in this data is used metaphorically to describe the change from awe to awareness of incompatibility in romantic relationships.

Datum 11

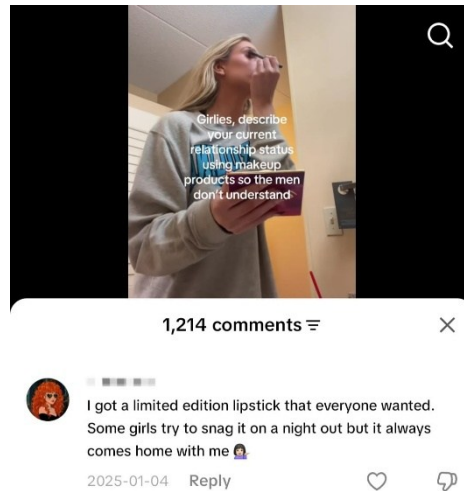


Figure 4.11

This comment was written in response to the video content uploaded by @Kimberlymarie. In the video, the account owner made video content while wearing eyeshadow while finishing her makeup with the words "Girlies, describe your current relationship status using a makeup product so the men don't understand". In the comment, "limited edition lipstick" is used as a metaphor to describe a romantic relationship with a partner. Literally, lipstick is a makeup product used to beautify the lips, while the limited edition shows a rare and high-value product. There is a difference in its literal and conceptual meaning, so it can be said that this comment contains a conceptual metaphor. Based on this identification, the mapping of the source domain and target domain can be described as follows:

Source Domain (Lipstick)	Target Domain (Romantic Relationship)
Limited edition lipstick	Partner who are considered special

Girls try to snag the lipstick	Others are trying to get close
--------------------------------	--------------------------------

From the mapping, the conceptual metaphor found is **A ROMANTIC PARTNER IS LIPSTICK**. This data is classified as a structural metaphor because the schema of ownership and the effort to maintain high-value cosmetic products serve as a conceptual framework for understanding the abstract experience of maintaining a romantic relationship.

Furthermore, the expression “everyone wanted” illustrates how the aesthetic appeal of a cosmetic product that is in demand in the market is used to abstract a situation in which a couple is perceived as attractive by those around them. Through this analogy, the speaker expresses a sense of pride and relational satisfaction through the concrete physical attributes of the cosmetic product. In addition, the phrase "it always comes home with me" indicates that the relationship is still owned by him. Thus, the term lipstick in this data is used metaphorically to describe a sense of pride in a romantic relationship that is considered valuable and persists.

Datum 12

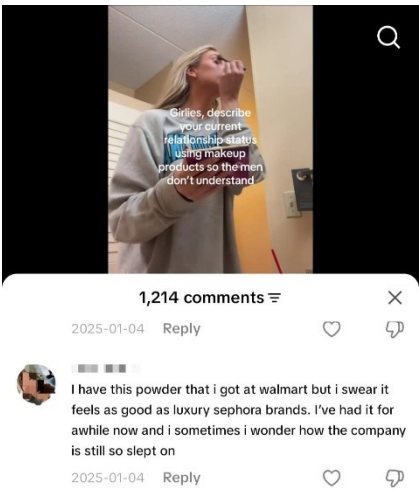


Figure 4.12

The speaker uses the lexical item ‘powder’ figuratively to describe the characteristics of a romantic partner. Literally, powder is a cosmetic product used to smooth and refine the appearance of the skin’s surface. However, in this corpus, the process of evaluating the quality of the product’s material is cognitively mapped to understand the quality of a relationship. The structured mapping between the source domain and the target domain is described as follows:

Source Domain (Powder)	Target Domain (Romantic Relationship)
Cheap Powder	Simple partner
Luxury quality	Quality partner

From the mapping, the conceptual metaphor found is **ROMANTIC PARTNER IS A POWDER**. This metaphor falls into the category of structural metaphors because the experience of using and evaluating makeup products is used to understand abstract experiences in romantic relationships.

Cognitive analysis shows that the phrase “it feels as good as luxury Sephora brands” represents the mapping of the functionality of a low-cost powder that delivers excellent aesthetic performance onto the mental concept of a simple relationship that has been shown to bring extraordinary happiness. In addition, the expression "I've had it for a while now" describes a relationship that has been going on for quite some time. In the section "I wonder how the company is still so slept on," the speaker points out that the relationship is considered good but is not appreciated by others. Through this mapping structure, the speaker conceptualizes inner satisfaction with the relationship

through the assessment of cosmetic products.

Datum 13

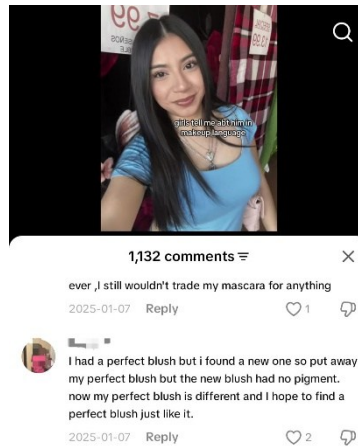


Figure 4.13

In this commentary, the cosmetic term “blush” is used metaphorically to represent a romantic partner. Denotatively, blush is a cosmetic product applied to the cheeks to add a fresh touch of color. The fundamental difference between the physical aspect of the cosmetic product and the emotional dimension of romance highlights the existence of a cognitive mapping, as outlined below:

Source Domain (highlighter)	Target Domain (Romantic Relationship)
Perfect blush	The ideal match
Finding a new blush	Looking for a new relationship
The new blush had no pigment	New relationships don't have strong feelings

From the mapping, the conceptual metaphor found is **A ROMANTIC PARTNER IS BLUSH**. This metaphor falls into the category of structural metaphors because the experience of choosing and finding the right blush is used to understand abstract experiences in romantic relationships.

The phrase "I had a perfect blush" maps blush as a pair that is considered ideal by the speaker. In addition, the expression "I found a new one so put away my perfect blush" indicates that the speaker left the previous relationship because he was attracted to a new one. Conversely, the disappointment in the relationship is linguistically abstracted through the sentence "the new blush had no pigment." This expression illustrates the failure of the new cosmetic product which is unable to convey visual color—to resonate in the speaker's psychological realm, reflecting the blandness or lack of emotional depth in their new partner. Meanwhile, the phrase "I hope to find a perfect blush just like it" indicates the speaker's desire to find a relationship that has the same quality as his old relationship. Thus, the term blush in this data is used metaphorically to understand comparisons and regrets in romantic relationship

Datum 14

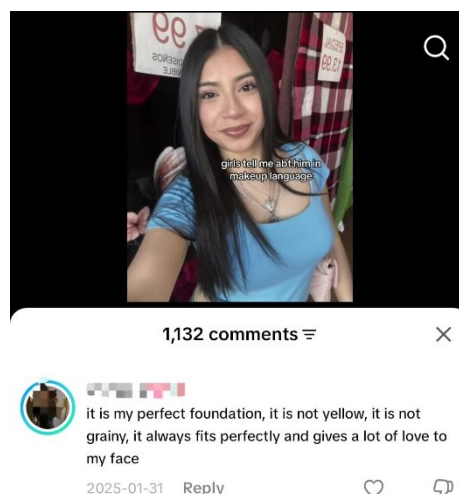


Figure 4.14

. Speakers use the lexeme “foundation” in a non-literal sense to describe a romantic partner who is considered highly ideal. Literally, “foundation” is defined as a basic cosmetic product used to even out skin tone and create a smooth base for makeup. Based on the results of this data identification, the mapping between the source domain and the target domain can be described as follows:

Source Domain (Foundation)	Target Domain (Romantic Relationship)
Perfect foundation	The right partner
Foundation is not yellow	Partner feel like a good fit
Foundation is not grainy	Relationship runs smoothly

From the mapping, the conceptual metaphor found is **ROMANTIC COMPATIBILITY IS ROMANTIC COMPATIBILITY**. This expression is classified as a structural metaphor because the basic physical characteristics of cosmetics, which are free from formula defects (such as a grainy texture or yellowing), serve as a mental framework for understanding the stability of romantic relationships.

The phrase "it is my perfect foundation" maps the foundation as a partner that is considered ideal by the speaker. In addition, the expression "it is not yellow, it is not grainy" indicates that the relationship is understood to have no problems or discomforts like a foundation that is not problematic when used. In the "it always fits perfectly" section, foundation is understood as a partner who is very compatible with the speaker. Meanwhile, the phrase "gives a lot of love to my face" maps the foundation effect that makes the face look better into a relationship that provides affection and emotional comfort.

Datum 15

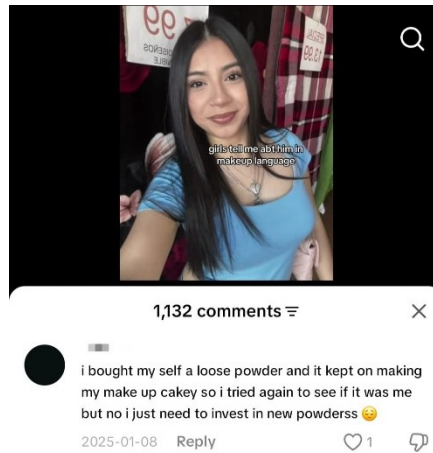


Figure 4.15

Through the linguistic unit used, the speaker metaphorically incorporates the cosmetic term “loose powder” to represent a romantic relationship that is not going well. Literally, loose powder is used to set makeup so it doesn’t smudge easily. The stark contrast between the physical functionality of the cosmetic and the psychological dimension of the relationship is illustrated through the following mapping:

Source Domain (Loose powder)	Target Domain (Romantic Relationship)
Loose powder makes cakey	Relationships provide a bad experience
Trying the powder again	Retry a relationship
Investing in new powder	Deciding to find a new relationship

From the mapping, the conceptual metaphor found is **ROMANTIC PARTNER IS POWDER**. This data is categorized as a structural metaphor because the functional failure of facial cosmetics which ruins the aesthetic appeal of makeup (making it look cakey) is used as a cognitive schema to evaluate a partner’s incompatibility.

In this data, the phrase "it kept on making my makeup cakey" maps the loose powder that makes the makeup results look disintegrated and not good into a relationship that causes discomfort. In addition, the expression "I tried again to see if it was me" indicates that the speaker had questioned himself as the cause of the problem in the relationship. However, in the "I just need to invest in new powders" section, loose powder is understood as a couple who are ultimately considered unsuitable so they prefer to look for a new relationship. Thus, the term loose powder in this data is used metaphorically to understand incompatibility in romantic relationships.

Datum 16

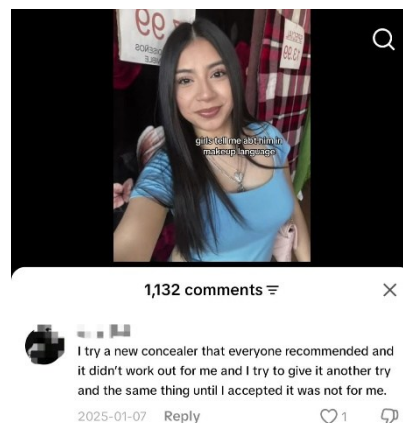


Figure 4.16

This data comes from comments posted by an anonymous account in the comments section of a video uploaded by @11_jstuggitin. The speaker uses the term “concealer” figuratively to describe the dynamics of compatibility in a romantic relationship. Literally, concealer is a high-coverage cosmetic product used to hide dark spots or imperfections on the face. The systematic correlation between the concrete realm of cosmetics and the abstract realm of relationships is mapped as follows:

Source Domain (concealer)	Target Domain (Romantic Relationship)
New concealer recommended	Partner recommended by others
Concealer didn't work out	Relationships don't go well
Giving it another try	Giving a second try

From the mapping, the conceptual metaphor found is **ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY**.

In this data, the phrase "it didn't work out for me" maps concealers that aren't suitable for use into romantic relationships that don't go well. In addition, the expression "I try to give it another try" indicates the speaker's attempt to re-maintain the relationship even though the result is the same. This is reinforced by the expression "I accepted it was not for me," in which the speaker systematically transforms the cognitive realization of stopping the use of unsuitable cosmetic products into a final decision to accept the reality that the partner was not the right person.

Datum 17

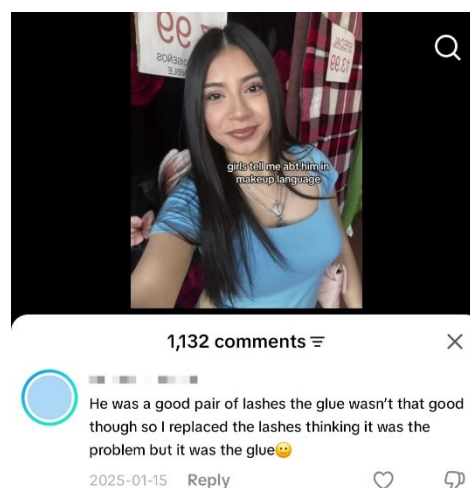


Figure 4.17

This comment was written in response to the video uploaded by @11_.jstuggitin. In the video, the account owner created content featuring the

phrase “Girls, tell me about him in makeup language.” Through the linguistic expressions used, the speaker employs the cosmetic terms “lashes” (false eyelashes) and “glue” (eyelash adhesive) in a non-literal sense to conceptualize the structure of a romantic relationship. Literally, false eyelashes are used to enhance the eyes, while the glue serves as an adhesive to ensure the cosmetic product stays firmly attached to the eyelids. Based on this data, the mapping between the source domain and the target domain can be described as follows:

Source Domain (Lashes and glue)	Target Domain (Romantic Relationship)
Good pair of lashes	A good partner
Bath glue	Broken relationships
Replaced the lashes	Swap partner

From the mapping, the conceptual metaphor found is **ROMANTIC RELATIONSHIP IS LASH APPLICATION**. This metaphor falls into the category of structural metaphors because the experience of using lashes and glue is used to understand abstract experiences in romantic relationships.

In this data, the phrase "He was a good pair of lashes" maps the lashes as actually a good pair. However, the expression "the glue wasn't that good" suggests that the problems in the relationship do not come from the partner, but from other factors that sustain the relationship. The analysis concludes with the statement, “I replaced the false eyelashes thinking that was the problem, but it was the glue,” highlighting the mistake of replacing a cosmetic product and revealing the speaker’s realization that the root of the problem did not lie with their partner, but rather in the foundation of the relationship, which was no longer strong.

Datum 18

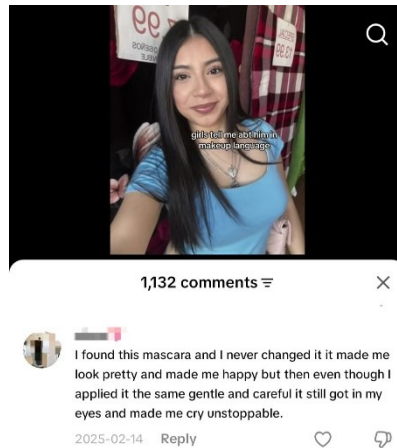


Figure 4.18

This written response was posted by an anonymous account in reaction to a thought-provoking video by @11_.jstuggitin. In this post, the cosmetic term “mascara” is used metaphorically to represent emotional transitions in romantic relationships. Literally, mascara is a thick cosmetic liquid applied to thicken eyelashes. The fundamental difference between the physical aspects of this eye beauty product and the psychological dimensions of a relationship is illustrated through the following mapping:

Source Domain (Mascara)	Target Domain (Romantic Relationship)
Never changed the mascara	Be loyal in building relationships
Mascara is made beautiful.	Relationships bring happiness
Mascara made cry	Relationships cause sadness

The conceptual metaphor that is formed is **A ROMANTIC RELATIONSHIP IS MASCARA EXPERIENCE**. This data falls under the category of structural metaphors because the stages of the eye makeup experience (the beautifying visual effects versus the side effects that cause

irritation) are used as a conceptual framework for understanding the ups and downs of emotions in a relationship.

In this data, the phrase "it made me happy" is used to describe a relationship that initially brought happiness to the speaker, just as mascara makes the eyes look better. In addition, the expression "it still got in my eyes and made me cry" maps the experience of mascara that causes watery eyes into a relationship that provides emotional pain. In the section "I applied it in the same gentle carefully", the speaker shows an effort to maintain a good relationship even though the relationship still has a negative emotional impact.

Datum 19

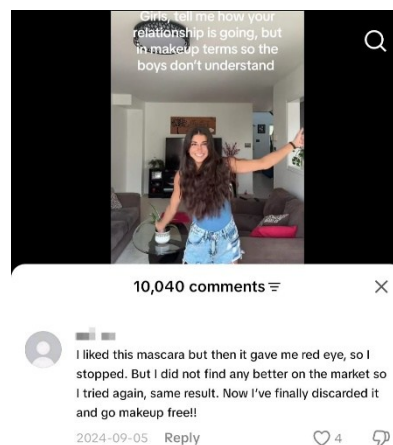


Figure 4.19

This data was collected from written comments posted by anonymous accounts in response to the digital discourse in a video uploaded by @Wheresmishell. In the video, the account owner created video content with the words "Girls tell me how your relationship is going, but in makeup terms so the boys don't understand". In the commentary, the term mascara is used metaphorically to represent a romantic couple or romantic relationship. Literally, mascara is a makeup product that is used to thicken eyelashes.

However, in this commentary the experience of using mascara is used to describe the experience of a romantic relationship. Based on that identification, the mapping between the source domain and the target domain in this comment can be outlined as follows:

Source Domain (Mascara)	Target Domain (Romantic Relationship)
Mascara gave red eye	Relationships that cause pain
Stopped using mascara	Ending a relationship
Discarded the mascara	Deciding to end a relationship
Going make up free	Not in a romantic relationship

From the mapping, the conceptual metaphor found is **A ROMANTIC PARTNER IS MASCARA**. This data falls under the category of structural metaphor because negative experiences resulting from eye irritation caused by cosmetics are systematically mapped to construct an understanding of the process of breaking free from toxic romantic relationships.

The phrase "it gave me red eye" maps the effect of mascara that causes eye irritation into relationships that cause emotional discomfort. In addition, the expression "I tried again, same result" indicates an attempt to return to the relationship even though it still has the same negative impact. In the "I've finally discarded it and go make up free" section, the use of the term makeup free represents the decision to leave the relationship and feel more comfortable without a partner. Thus, the term mascara in this data is used metaphorically to describe a painful romantic relationship and the decision to let it go.



Figure 4.20

In this data, the cosmetic term “lipstick” is used in a non-literal sense to map the dynamics of romantic attraction during the early stages of courtship. Literally, lipstick is a colored solid substance applied to beautify and color the human lips. The mapping structure from the concrete commercial realm of cosmetics to the abstract realm of interpersonal attraction is described as follows:

Source Domain (Lipstick)	Target Domain (Romantic Relationship)
Lipstick in a store	Someone who attracts attention
Not getting the lipstick	Not approaching someone

From the mapping, the conceptual metaphor found is **ROMANTIC INTEREST IS LIPSTICK**. This data is categorized as a structural metaphor because the schema of the physical experience from admiring an attractive

product in a cosmetics retail space, to considering purchasing it, to feeling regret over missing the opportunity to buy is systematically mapped onto the cognitive process of interpersonal attraction.

In this comment, expressions such as "I really wanted to get the number on it" indicate that there is an interest in someone, such as when we are going to buy a makeup product. On the other hand, the phrase "Now I regret it" represents regret for not taking that opportunity. In conclusion, abstract experiences such as attraction to a person and regret are understood through concrete experiences in seeing and choosing makeup products.

2. Ontological Metaphor

The ontological metaphor is a type of metaphor in which an abstract concept, such as an emotion, an idea, or a psychological phenomenon, is represented and treated as something concrete, such as a physical object, a substance, a container, or even a living entity like a human being (personification). Data falling into this category are described as follows:

Datum 21

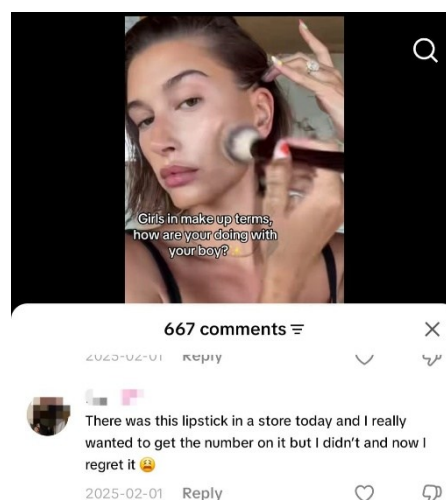


Figure 4.21

Speakers use the lexical unit “primer” in a non-literal sense to represent an individual within the web of romantic relationships. Literally, primer is a cosmetic product applied as a base for makeup to make the skin’s surface appear smoother. Conversely, the word “peels” literally refers to a condition where the primer clumps or flakes off due to the product’s formula being incompatible with the skin type. The systematic correlation from the source domain of cosmetics to the target domain of relationships is outlined in the following table:

Source Domain (Primer)	Target Domain (Romantic Relationship)
Nice and fun primer	Someone who is interesting and fun
Its works so well for others	Someone matches someone else
but when i use it, it just peels	Romantic relationships are having problems
Primer hates the user	Someone doesn't like the user

From the mapping, the metaphor found is **A ROMANTIC INTEREST IS PRIMER**. This statement is classified as an ontological metaphor because an inanimate object a cosmetic product, is granted an expanded cognitive status as a living entity (personification) that is assumed to possess the emotional capacity to “hate” just like a human being.

Based on cognitive semantic analysis, the phrase "it's works so well for others but when I use it, it just peels" means that someone who is perceived as good and compatible with others, but not the speaker. The expression "It's like it hates me or something" represents feelings of not being accepted in a romantic relationship. The conclusions of the metaphorical use of makeup in

this data are used to describe experiences of mismatch and feelings of dislike in romantic relationships.

Datum 22



Figure 4.22

This data was collected from written comments posted by an anonymous account in response to a video uploaded by @Kimberlymarie. The commenter used the cosmetic term “highlighter” metaphorically to represent a romantic relationship facing difficulties. Literally, a highlighter is defined as a cosmetic product that reflects light to create a shimmering effect on specific areas of the face. The fundamental difference between the physical, material aspect of cosmetics and the emotional, relational dimension highlights the existence of a cognitive mapping, as outlined below:

Source Domain (highlighter)	Target Domain (Romantic Relationship)
Broken highlighter	Relationships that are being damaged
Hoping it will work and be shiny	Relationships can improve
Buying a new one	New relationships

From the mapping, the conceptual metaphor found is **A ROMANTIC RELATIONSHIP IS A HIGHLIGHTER**. This data falls under the category of ontological metaphors because the damaged cosmetic products are personified as if they possess conscious desires, like humans, to “ask for space” in order to repair themselves.

The phrase "My highlighter broke" maps the highlighter as a relationship that is experiencing problems or damage. In addition, the expression "it wants space to be fixed again" indicates the need for distance to improve the situation. In the "I keep hoping it will work and be shiny again" section, highlighter is understood as a relationship that is expected to improve again and provide happiness as before. Meanwhile, the phrase "I really don't want to have to start over and buy a new" indicates a desire to maintain the relationship rather than starting a new one.

Datum 23

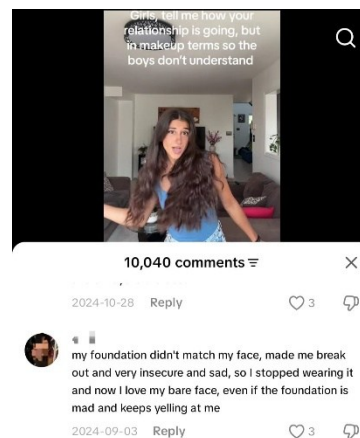


Figure 4.23

This digital narrative was produced in response to a video by @Wheresmishell. The speaker uses the cosmetic term “foundation” in a non-literal sense to illustrate the incompatibility that arises in romantic

relationships. Literally, foundation is a liquid makeup base used to even out the skin tone on the face. However, in this analysis, the functional properties and side effects of this cosmetic product are cognitively mapped to understand relational conflicts, which are described as follows:

Source Domain (Foundation)	Target Domain (Romantic Relationship)
The foundation didn't match the face	The relationship is not a good match.
The foundation made break out.	Relationships make you feel uncomfortable.
Stopped wearing the foundation	Ending a relationship
The foundation is mad and yelling	Ex-spouse angry

From the mapping, the conceptual metaphor found is **ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY**. This data is categorized as an ontological metaphor because the makeup's foundation is imbued with the cognitive attributes of a living being, which is assumed to be capable of “getting angry” and “shouting” like a human.

The phrase "didn't match my face" indicates a mismatch in a romantic relationship. This term is commonly used in the experience of using makeup in looking for shades that match the skin tone of the face. Foundation is also personified through the phrase "keeps yelling at me", so the makeup product in this data is understood as a representation of a romantic couple. Ultimately, psychological freedom is expressed through the phrase “I love my bare face,” linking the comfort of skin free from layers of makeup to the sense of relief that follows the end of a romantic relationship.

Datum 24

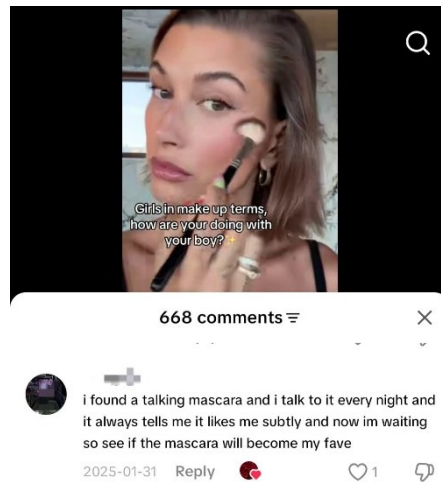


Figure 4.24

In the video, the account owner created video content with the words "Girls in makeup terms, how are you doing with your boy". The word "*mascara*" *literally refers to a cosmetic product used to thicken eyelashes*. However, in this commentary, *mascara* is described as something that can speak, express likes, and potentially be a favorite that is a human characteristic, not a makeup product. There is a difference between literal meaning and contextual meaning, so this expression is categorized as a metaphor. Based on this identification, the mapping between the source domain and the target domain in this comment can be described as follows:

Source Domain (Mascara)	Target Domain (Romantic Relationship)
Finding mascara	Find someone you like
Talk mascara every night	Communicate intensely with someone you like
Mascara that expresses love implicitly	Someone who shows interest in a subtle way

From the mapping, the conceptual metaphor found is **A ROMANTIC INTEREST IS MASCARA**. This metaphor falls under the Ontological metaphor because mascara is personified as a human being who can speak and establish emotional communication with the speaker. In this commentary, mascara is not understood literally as a makeup product, but rather as a representation of a romantic partner or of someone the speaker is approaching. Thus, the abstract experience of romantic attraction is understood by personifying the makeup product as an entity with human-like behavior and feelings.

A cognitive semantic analysis of the text shows that the phrase “it always tells me it likes me subtly” maps the functionality of mascara, which subtly enhances the appearance of the eyes, onto a mental concept regarding the romantic signals sent by the speaker’s object of attraction. Furthermore, the emotional exploration phase is accommodated through the clause “waiting to see if the mascara will become my fave,” which maps the process of testing a cosmetic product before making it a favorite in the speaker’s cognitive process of weighing the individual’s suitability as a potential partner.

Datum 25

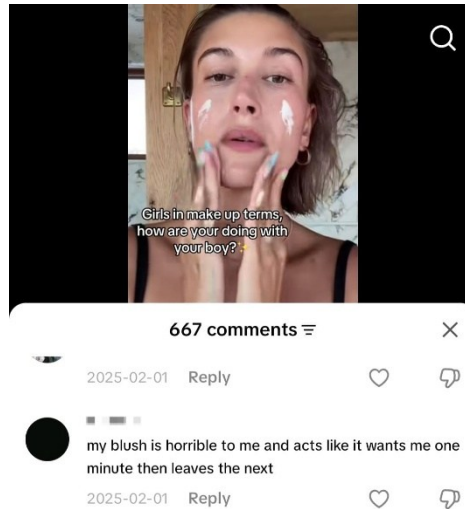


Figure 4.25

Literally, blushing is one of the makeup products used for blushing. However, in this comment, blush is used to describe the experience of an unstable romantic relationship. Based on this identification, the mapping between the source domain and the target domain in this comment can be described as follows:

Source Domain (Blush)	Target Domain (Romantic Relationship)
Horrible blush	A hurtful partner
Blush acts like it wants the user	A partner who give attention inconsistently
Running out of mascara	A couple who suddenly drifted away

From the mapping, the conceptual metaphor found is **INCONSISTENT LOVE IS UNSTABLE BLUSH**. This metaphor includes the Ontological metaphor, because blush is personified as a figure who can give attention and then suddenly leaves like a human. Thus, the abstract experience

of inconsistency is understood through the personification of the makeup product as an entity that has human-like behavior.

From a cognitive perspective, the phrase “act like it wants me one minute, then leaves the next” maps the rapid fading of cosmetic pigment due to a poor formula onto a mental concept of a partner’s inconsistent (hot-and-cold) emotional changes. This is reinforced by the expression “my blush looks horrible on me,” which maps the uneven visual effect of the blush, which ruins the makeup look as a representation of the partner’s behavior that hurts the speaker’s feelings.

Datum 26

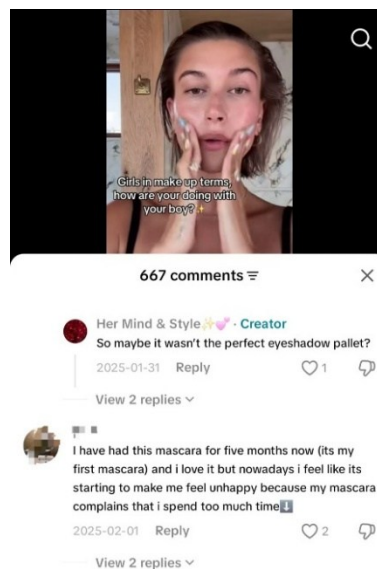


Figure 4.26

The speaker uses the lexical item “mascara” figuratively to represent the characteristics of a demanding romantic partner. Literally, mascara is a thick cosmetic liquid used to enhance the appearance of eyelashes. The systematic correlation between the concrete domain of cosmetics and the abstract relational domain is mapped as follows:

Source Domain (Mascara)	Target Domain (Romantic Relationship)
Loving the mascara	Have feelings of love for your partner
Mascara complains	Partner who complain a lot
Mascara makes unhappy	Relationships that start to go awry

From the results of the mapping, the conceptual metaphor found is A **ROMANTIC PARTNER IS MASCARA**. This metaphorical expression falls into the category of ontological metaphors because the mascara is personified as an entity that can complain and can make the speaker unhappy.

A theoretical analysis of the text reveals that the phrase “it’s my first mascara” maps the user’s first experience with an eye beauty product onto a mental projection of the first partner in her life. In addition, the expression "my mascara complains that I spend too much" shows the behavior of the couple who begin to be demanding and make the relationship unpleasant. Thus, abstract experiences of emotional conflict in romantic relationships are understood through the personification of makeup products.

Datum 27

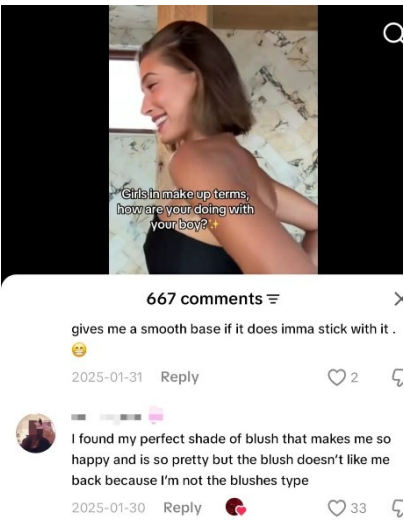


Figure 4.27

In this latest data set, the cosmetic term “blush” is used metaphorically to map emotional rejection in the context of unrequited love. Denotatively, blush serves to add a fresh touch of color to the face. The domain-mapping structure from the realm of cosmetics to the abstract relational realm is described as follows:

Source Domain (Blush)	Target Domain (Romantic Relationship)
Perfect shade of blush	Find the right people
Blush doesn't like me (user) back	Someone doesn't like the flip
Not the blush's type	Not suitable for the type of partner

From the mapping, the conceptual metaphor is **A ROMANTIC INTEREST IS BLUSH**. This data is classified as an ontological metaphor because cosmetic colors are given the cognitive capacity to make personal decisions—such as rejecting or reciprocating feelings of love—just like humans do.

In this commentary, the phrase "perfect shade of blush" is used to describe someone who is considered ideal and gives happiness to the speaker. Meanwhile, the expression "the blush doesn't like me back" represents the feeling of not liking the return. Through this metaphor, the experience of finding the right shade, but it can't be used, shows that the term makeup is used metaphorically to understand abstract experiences of attraction and mismatch in romantic relationships.

B. Discussion

This subchapter will further discuss the results of the conceptual metaphor analysis used by users in the TikTok comment column to represent the narrative of romantic relationships. The researcher uses the conceptual metaphor theory proposed by Lakoff and Johnson (1980), which classifies metaphors into three main categories: structural, orientational, and ontological. Through this theoretical framework, the researcher dissects how makeup terminology, such as foundation, mascara, cushion, and highlighter, shifts in meaning from technical-to-procedural source domains to emotional-to-abstract target domains.

Based on the analysis of 27 data points, this study reveals that the narrative of romantic relationships in TikTok comments is conceptualized domainally through structural and ontological metaphors. In particular, the data show a recurring pattern in the use of structural metaphors to describe compatibility, as well as ontological metaphors through the personification of makeup products.

The main finding in this study is the dominance of structural metaphors,

which accounted for 19 of 27 findings. This dominance occurs because TikTok speakers need a systematic cognitive schema to explain abstract emotional experiences. By mapping out the "procedural logic" of makeup products, such as choosing a foundation shade that must match the skin tone or the cushion oxidation process, the speaker can communicate the level of compatibility in the relationship more logically. This is in line with the statement (Lakoff & Johnson, 1980) Structural metaphors provide a comprehensive way to understand abstract concepts through concrete ones. In addition, (Kövecses, 2023) Explains that every metaphor carries entailments or logical consequences. When romantic relationships are conceptualized through cosmetic metaphors, it entails that the relationship requires "priming," "suitability" (shading), and "care" so that it doesn't get damaged (cakey). This logic automatically dictates how the TikTok speaker assesses a relationship's success or failure.

These findings are in line with research (Mursyidin et al., 2022) In his study of comments on Instagram social media, as many as 51 structural metaphors dominated from 107 data found. This proves that there is a consistent pattern in digital communication, where speakers tend to use the "structure" of concepts that are familiar in their daily lives to narrate the public's personal reality. However, these findings differ significantly with research (Bahadur et al., 2025) Which also uses the realm of cosmetics. If in her research metaphors are used persuasively in advertisements to construct beauty standards, in this study makeup terminology is used as an in-group language to narrate weaknesses and failures in relationships. This difference is due to the object of

the research (Bahadur et al., 2025) It is commercial, while this study focuses on spontaneous interactions of TikTok users who prioritize bonding emotional closeness with fellow women.

In addition to structural metaphors, this researcher also found ontological metaphors in the research data (such as Datum 14, 23, and 26). These findings show that makeup products are personified as living entities that have human-like emotions and behaviors. For example, the use of the term "complaining" mascara or highlighter that "takes up space" indicates that they give a still object a sense of status. These findings are in line with (Nasution et al., 2024) and (Maghfira & Wibowo, 2025) which states that ontological metaphors are highly effective at giving concrete form to abstract emotions, making them easier for others to understand. However, in the use of metaphors (Nasution et al., 2024) and (Maghfira & Wibowo, 2025) Personification is used for aesthetic purposes in song lyrics, but in this study it is used as an expressive strategy tied to the speaker's physical experience.

In addition to the discovery of the dominant and least-used types of metaphors, the orientational metaphor was absent from this study, showing a pattern similar to that of Lahlou & Rahim (2022). In the news discourse, the orientational metaphor only appears in data related to quantity or statistics, but is not found in qualitative descriptive narratives. This proves that the use of linguistic features is highly dependent on the context and communicative goals that the speaker wants to achieve. The absence of this feature in TikTok comments is due to the characteristics of the makeup source realm that is more concerned with quality and technical processes than spatial directional

orientation. In the beauty subculture, a romantic relationship is not seen as an up or down graph, but rather as a "product application" that can look smooth or messy "cakey".

Overall, all types of metaphors used by speakers in the comments section on TikTok not only serve as language markers but also as tools to express emotions, build emotional closeness, and maintain the social identity of fellow women in the beauty subculture. This difference in the pattern of metaphor use suggests that language expression on social media is influenced not only by formal linguistic rules but also by everyday physical experiences. This proves that language is highly dynamic and continues to evolve with digital trends, so it is not limited to traditional metaphorical patterns known so far. These findings support (Kövecses, 2005) regarding culturally specific metaphor, in which a particular community chooses the source realm that is most familiar to their daily lives to understand abstract concepts. In this study, the beauty community on TikTok has constructed a specific metaphorical system born of embodied cognition in contact with cosmetic products, thus creating a unique perspective on the dynamics of romantic relationships.

CHAPTER V

CONCLUSION AND SUGGESTION

This section presents the conclusions and suggestions of the researcher after conducting data analysis and previous discussions. This section provides answers to research questions as well as provides recommendations for further research in the same field of study.

A. Conclusion

Based on the analysis of conceptual metaphors in TikTok comments that use makeup terms to represent romantic relationships, this study identifies two types of conceptual metaphors proposed by Lakoff and Johnson (1980): structural and ontological. Structural metaphors are the dominant type found in data, while ontological metaphors are found in a more limited number. These findings show that most TikTok users understand abstract aspects of romantic relationships through concrete experiences with makeup products. In this study, various makeup terms such as foundation, mascara, concealer, blush, lipstick, lashes, powder, and highlighter were used as source domains to understand the target domain in the form of romantic relationships, partner compatibility, emotional pain, incompatibility, commitment, and separation.

Furthermore, the use of makeup terms in TikTok comments suggests that the experience of using makeup is systematically mapped into emotional experiences in romantic relationships. Structural metaphors are of the dominant type because most of the comments describe a romantic relationship through the experience of choosing, using, matching, maintaining, or replacing makeup products. In addition, the use of makeup metaphors in TikTok comments also

serves as a form of in-group language among women. Makeup terminology is used not only for aesthetic purposes but also to implicitly convey an emotional experience and a romantic relationship to fellow users who understand the world of makeup. Meanwhile, ontological is found when a makeup product is personified as an entity that can "like", "hate", "anger", or "abandon" a human-like speaker. These findings suggest that makeup terms are used not only as literal beauty terms but also as a creative medium to express emotional experiences in romantic relationships.

Furthermore, the orientational metaphor was not found in this study. This shows that TikTok's comments in the research data focus more on mapping makeup use to romantic relationships than on spatial orientations such as up-down, in-out, or front-back. In addition, the context of communication on social media, especially in TikTok comments, tends to draw on more direct, everyday experiences, so structural metaphors are used more frequently.

Overall, this study shows that conceptual metaphors in TikTok comments are situational and shaped by the digital platform and users' daily experiences. The predominance of structural metaphors and the absence of orientational metaphors suggest that TikTok users are more likely to understand romantic relationships through concrete experiences in using makeup. Thus, conceptual metaphors not only serve as a language style but also as a way for social media users to construct and express their emotional experiences creatively.

B. Suggestion

Based on the results of this study, the researcher suggests that future

research explore conceptual metaphors on other social media platforms, such as Instagram, X, or YouTube, to compare metaphor use across different digital contexts. For future researchers interested in cognitive semantics, it is recommended that they not limit their data corpus to digital comments alone. Future research could explore social media discourse through a multimodal metaphor analysis approach, which combines comment texts with visual elements from videos, content creators' facial expressions, and audio to obtain a much more comprehensive and richer cognitive mapping. In addition to using conceptual metaphor theory, further research is also recommended to incorporate other theories, such as pragmatics, discourse analysis, or multimodal analysis, in order to obtain a broader interpretation of the use of metaphors in social media. This research is expected to contribute to the study of semantics, especially regarding the creative use of conceptual metaphors in digital communication and everyday language.

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CURRICULUM VITAE



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APPENDIX

Data of Conceptual Metaphors in TikTok Comments Representing Romantic Relationship Narratives

Datum	TikTok Account	Make Up Term	Comment Excerpt	Source Domain	Target Domain	Conceptual Metaphor	Metaphor Type
1	@Anonymous	Foundation	"Using one foundation for 8 years, blends so well with my skin, it keeps giving full coverage, scared it'll run out"	Foundation (cosmetic product)	Romantic Relationship	ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY	Structural Metaphor
2	@ Anonymous	Under Eyeliner	"Not once has it ever made me tear up, I have sensitive eyes, the producer of this particular product had me in mind"	Under Eyeliner (cosmetic product)	Romantic Relationship	ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY	Structural Metaphor
3	@ Anonymous	Foundation	"Got it unexpectedly, it lasts longer than the first one, I think I'm just going to stick to it"	Foundation (cosmetic product)	Romantic Relationship	ROMANTIC RELATIONSHIP IS FOUNDATION	Structural Metaphor
4	@ Anonymous	Mascara	"Old mascara, no longer serves its purpose, stabs me in the eye and makes me tear up"	Mascara (cosmetic product)	Romantic Relationship	A ROMANTIC PARTNER IS MASCARA	Structural Metaphor
5	@ Anonymous	Cushion	"People said that I chose the wrong one, but it oxidized and it suits my skin very well"	Cushion (cosmetic product)	Romantic Relationship	ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY	Structural Metaphor
6	@ Anonymous	Primer	"It's works so well for others but when I use it, it just peels. It's like it hates me or something"	Primer (cosmetic product)	Romantic Relationship	A ROMANTIC INTEREST IS PRIMER	Ontological Metaphor
7	@ Anonymous	Foundation	"My foundation fits me as much anymore, its weird under certain lighting, they changed the formula, im too used to it to change it"	Foundation (cosmetic product)	Romantic Relationship	ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY	Structural Metaphor
8	@ Anonymous	Foundation Shade	"It sits perfectly on my face and matches my skin tone, I was scared to try"	Foundation Shade (cosmetic product)	Romantic Relationship	ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY	Structural Metaphor

9	@ Anonymous	Mascara	"Mascara isn't mascaring, don't see any progress to your lashes, once they're done they look so good"	Mascara (cosmetic product)	Romantic Relationship	RELATIONSHIP EFFORT IS APPLYING MASCARA	Structural Metaphor
10	@ Anonymous	Concealer	"New concealer, some days it works and other days it looks cakey, Maybe it's not compatible with my skin"	Concealer (cosmetic product)	Romantic Relationship	ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY	Structural Metaphor
11	@ Anonymous	Highlighter	"Made me feel pretty, lost it, it was discontinued, found it again, but it was too dark for my fair skin"	Highlighter (cosmetic product)	Romantic Relationship	ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY	Structural Metaphor
12	@ Anonymous	Lipstick	"Limited edition lipstick, everyone wanted it, it always comes home with me"	Lipstick (cosmetic product)	Romantic Relationship	A ROMANTIC PARTNER IS LIPSTICK	Structural Metaphor
13	@ Anonymous	Powder	"Cheap powder, it feels as good as luxury Sephora brands, I've had it for a while now, I wonder how the company is still so slept on"	Powder (cosmetic product)	Romantic Relationship	ROMANTIC PARTNER IS A POWDER	Structural Metaphor
14	@ Anonymous	Highlighter	"My highlighter broke, it wants space to be fixed again, I keep hoping it will work and be shiny again, I really don't want to start over"	Highlighter (cosmetic product)	Romantic Relationship	A ROMANTIC RELATIONSHIP IS A HIGHLIGHTER	Ontological Metaphor
15	@ Anonymous	Blush	"I had a perfect blush, I found a new one so put away my perfect blush, the new blush had no pigment, I hope to find a perfect blush just like it"	Blush (cosmetic product)	Romantic Relationship	A ROMANTIC PARTNER IS BLUSH	Structural Metaphor
16	@ Anonymous	Foundation	"It is my perfect foundation, it is not yellow, it is not grainy, it always fits perfectly, gives a lot of love to my face"	Foundation (cosmetic product)	Romantic Relationship	ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY	Structural Metaphor
17	@ Anonymous	Loose Powder	"It kept on making my makeup cakey, I tried again to see if it was me, I just need to invest in new powders"	Loose Powder (cosmetic product)	Romantic Relationship	ROMANTIC PARTNER IS POWDER	Structural Metaphor

18	@ Anonymous	Concealer	"It didn't work out for me, I try to give it another try, I accepted it was not for me"	Concealer (cosmetic product)	Romantic Relationship	ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY	Structural Metaphor
19	@ Anonymous	Lashes & Glue	"He was a good pair of lashes, the glue wasn't that good, I replaced the lashes thinking it was the problem but it was the glue"	Lashes and Glue (cosmetic products)	Romantic Relationship	ROMANTIC RELATIONSHIP IS LASH APPLICATION	Structural Metaphor
20	@ Anonymous	Mascara	"It made me happy, I applied it in the same gentle carefully, it still got in my eyes and made me cry"	Mascara (cosmetic product)	Romantic Relationship	A ROMANTIC RELATIONSHIP IS MASCARA EXPERIENCE	Structural Metaphor
21	@ Anonymous	Mascara	"It gave me red eye, I tried again, same result, I've finally discarded it and go make up free"	Mascara (cosmetic product)	Romantic Relationship	A ROMANTIC PARTNER IS MASCARA	Structural Metaphor
22	@ Anonymous	Foundation	"It didn't match my face, made me break out, stopped wearing it, it keeps yelling at me, I love my bare face"	Foundation (cosmetic product)	Romantic Relationship	ROMANTIC COMPATIBILITY IS MAKEUP COMPATIBILITY	Ontological Metaphor
23	@ Anonymous	Mascara	"I talk to it every night, it always tells me it likes me subtly, waiting to see if the mascara will become my fave"	Mascara (cosmetic product)	Romantic Relationship	A ROMANTIC INTEREST IS MASCARA	Ontological Metaphor
24	@ Anonymous	Blush	"My blush horrible to me, it acts like it wants me one minute than leaves next, running out of mascara"	Blush (cosmetic product)	Romantic Relationship	INCONSISTENT LOVE IS UNSTABLE BLUSH	Ontological Metaphor
25	@ Anonymous	Lipstick	"I really wanted to get the number on it, Now I regret it"	Lipstick (cosmetic product)	Romantic Interest / Attraction	ROMANTIC INTEREST IS LIPSTICK	Structural Metaphor
26	@ Anonymous	Mascara	"It's my first mascara, my mascara complains that I spend too much"	Mascara (cosmetic product)	Romantic Relationship	A ROMANTIC PARTNER IS MASCARA	Ontological Metaphor
27	@ Anonymous	Blush	"Perfect shade of blush, the blush doesn't like me back, not the blush's type"	Blush (cosmetic product)	Romantic Interest / Attraction	A ROMANTIC INTEREST IS BLUSH	Ontological Metaphor