

# Language Style in Forming Family Identity on Klem Family YouTube

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## ABSTRACT

Language style plays an important role in shaping and expressing family identity, especially in digital media such as YouTube, where private interactions become public representations. However, previous studies have not sufficiently explored how figurative language contributes to constructing family identity in online family vlogs. Drawing on semantic and figurative language theory, this study aims to identify the types and functions of language style used by the Klem Family in their YouTube content. A qualitative descriptive method with a case study approach was employed, analyzing utterances through transcription and classification based on semantic theory. The findings reveal 42 instances of figurative language, consisting of 9 similes, 29 hyperboles, and 4 personifications, with hyperbole as the dominant feature. These language styles function to clarify meaning, express emotions, and create imaginative effects that strengthen family identity. In conclusion, language style not only facilitates communication but also plays a significant role in constructing closeness and identity in digital family interactions.

**Keywords:** *Language Style, Family Identity, YouTube, Semantics.*

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## INTRODUCTION

Language style in forming family identity is related to how the meaning of language is used through the choice of certain words, phrases and expressions that reflect relationships and values within the family. The flow of cross-cultural information allows global values, lifestyles, and communication patterns to easily enter the domestic sphere. In the era of globalization, language functions not only as a means of communication but also as a marker of social and cultural identity (Wardhaugh, 2006). According to (Fairclough, 1995) in Critical Discourse Analysis, language in the media is a social practice that shapes and is influenced by identity and social context. In Systemic Functional Linguistics, language functions as a tool for constructing social meaning, where lexical choices and language structures reflect interpersonal relationships (interpersonal metafunction) and the values held within a group, including the family (Halliday, 1978).

Language style is how meaning is not only determined by literal words, but also by nuance, context, and the choice of expressions used in family interactions. Language styles such as the use of familiar greetings, expressions of affection, or even humor have connotative meanings that strengthen the family's identity as warm, close, and authentic in the eyes of the audience. This can be explained through semantic theory about types of meaning, especially connotative meaning and affective meaning, which emphasizes that the meaning of language also reflects the feelings and attitudes of the speaker (Leech, 1981). Language is strongly influenced by the context of use (context-dependent meaning), so that language style in families not only conveys information, but also constructs identity through how that meaning is understood by the audience (Griffiths, 2006). Thus, semantically, language style becomes an

important means in forming and communicating family identity through layers of meaning that are deeper than just words.

Family identity is important because the family is the first social environment where individuals learn language and construct meaning. This can be strengthened by (Vygotsky, 1978) Sociocultural Theory. Vygotsky explained that an individual's language and cognitive development are strongly influenced by social interactions, especially within the immediate environment, such as the family, which is the primary place where meaning-making occurs. The concept of communicative competence emphasizes that language skills encompass not only grammatical aspects but also how language is used appropriately in social contexts, which was first studied in families (Hymes, 1974). Thus, the family serves as the initial foundation for the formation of meaning, emotional expression, and communication patterns that later develop into part of family identity. (Tannen, 2007) states that communication styles in family interactions function to build and reflect the relationships and social identities of its members. In Critical Discourse Analysis theory, it explains that language is a social practice that not only reflects reality but also shapes identity and social relationships, (Fairclough, 1995). Thus, language style is not just a way of speaking, but becomes a primary tool in building, negotiating, and displaying family identity in various contexts, including on media such as YouTube.

Beyond their language style, which interesting about the Klem Family is their authenticity in depicting everyday family life. Their content tends to be natural, uncontrived, and showcases family dynamics as they truly are from moments of togetherness to jokes and even minor conflicts. This authenticity makes the audience feel closer and as if they're part of their lives, thus increasing viewer engagement. Furthermore, the consistency of the content's themes and the characters of each family member also helps to create a strong and recognizable image. From a theoretical perspective, this can be explained through the concept of self-presentation, which states that individuals or groups build their self-image through "social performances" before the public (Goffman, 1959). In the context of YouTube, the Klem Family successfully presents a "front stage" that still feels natural, creating a unique appeal beyond the language they use.

The use of language styles such as simile, hyperbole, and personification can be understood through a semantic and pragmatic approach that emphasizes that meaning is not always literal, but often depends on the context and inferences made by the listener (Griffiths, 2006). Griffiths explains that in communication, speakers often use non-literal expressions to convey deeper meanings, where listeners need to interpret these meanings based on the situation, social relationships, and shared knowledge. Language meaning includes affective and connotative meaning, so that language styles play a role in conveying emotions and values (Leech, 1981). Figurative language such as simile, hyperbole, and personification are used to create aesthetic effects and deepen the interpretation of meaning in a discourse (Verdonk, 2002). Thus, language style through the use of figurative language styles becomes an important element in building lively, expressive, and meaningful communication. In this case, simile functions to clarify meaning by explicitly comparing two things so that it helps listeners understand the intended image; hyperbole functions to express the intensity of emotions or certain emphases excessively so that the message feels stronger; Meanwhile, personification serves to bring abstract objects or concepts to life by giving them human qualities, making the meaning easier to understand and more interesting (Griffiths, 2006). Griffiths emphasizes that these functions work through the process of pragmatic inference, where the listener interprets the speaker's intent based on context, social relationships, and shared knowledge.

This research explores how language as a social practice functions in shaping and reflecting family identity in digital media. In today's era, family vlogs on YouTube have become a common space where private interactions are made public, allowing viewers to perceive family values, closeness, and dynamics through language use (Raun, 2018). By analyzing the Klem Family's, this study contributes to semantic understanding of how language features work to construct identity in mediated communication. This perspective aligns with the view that identity is discursively produced and negotiated through linguistic

choices (Bucholtz & Hall, 2005). Furthermore, this research provides insights into how families represent themselves in digital spaces, highlighting the intersection between language, identity, and modern social interaction, consistent with the idea that digital communication shapes and displays social identities (Jones et al., 2015).

There are three previous research that similar with this research. The first is conducted by (Düzcan, 2025), "Welcome to our channel and home": the mediatization of Turkish family history through family YouTube channels, emphasizes that family identity in the digital realm does not emerge spontaneously, but is instead shaped through the repeated and deliberate use of language. Düzcan reveals that opening phrases, the choice of vocabulary reflecting intimacy, and uniform speech patterns play a role in transforming family life from the private sphere to the public arena of YouTube, making the family appear as a friendly, transparent, and approachable unit to viewers. Therefore, language is not just a medium of communication, but also a key instrument in shaping family identity. Düzcan's study reinforces the view that language features play a crucial role in shaping family stories, norms, and identities on the YouTube platform.

The second previous reserach by (Rafi'atussyifa & Nor, 2023) work, Gender Disparities in Utilizing Language Features on YouTube Vlogs. The study found distinct patterns, such noting that female vloggers utilize features like compliments, hedges, tag questions, and questions to engage with the audience, while males often use more direct and slang-associated lexicon. Although the primary focus is gender, the core of this study the systematic identification and functional analysis of specific language features within vlogs is directly applicable.

The last previous reserach by (Amaia, 2019), in her study Women's Language Features Used by Hillary Clinton in Formal and Informal Situations, investigates the specific language features utilized by Hillary Clinton. The research meticulously analyzes the typology of these linguistic features and, critically, examines how their usage is differentiated across formal and informal communicative settings. Amaia's findings indicate that certain 'women's language' features are employed strategically by Clinton for various rhetorical and social purposes, but clear patterns of variation emerge depending on the specific situation. This is highly relevant to the Klem Family research, as the "House Tour" vlog presents a unique communication scenario a blend of semi-formal and casual. Consequently, Amaia's work provides a strong theoretical basis for analyzing how the language style used by the Klem Family members adapt and shift as they strategically construct their family identity within this specific digital public space.

Recent studies have increasingly examined the relationship between language use, social media communication, and digital identity construction. In the context of social media, language style has been recognized as a strategic resource for expressing identity, building audience engagement, and creating authenticity in online interactions. For example, Gusti Rafi'atussyifa and Hidayah Nor (2023) found that vloggers employ distinct linguistic features to establish particular social personas and strengthen audience connection on YouTube. Similarly, research on digital communication highlights that linguistic choices function as important markers of self-presentation and identity performance in online environments.

Research on family vlogs has also demonstrated how families construct and negotiate their public identities through mediated communication. (Düzcan, 2025), in a study of Turkish family YouTube channels, argues that recurring linguistic patterns, expressions of intimacy, and everyday narratives contribute significantly to the mediatization of family life and the formation of a recognizable family identity. Family vloggers strategically transform private experiences into public narratives, allowing audiences to perceive family values, relationships, and authenticity through language use.

Furthermore, studies on digital identity construction emphasize that identity is not a fixed attribute but a discursive process continuously produced through interaction and representation in digital spaces (Bucholtz & Hall, 2005; Raun, 2018). More recent scholarship suggests that social media platforms encourage users to construct identities through multimodal resources, including language, visual elements, and interpersonal interaction

patterns. However, while previous studies have explored language use in social media, family vlogs, and digital identity separately, limited attention has been given to how figurative language specifically contributes to the construction of family identity in YouTube family vlogs. Therefore, this study addresses this gap by examining the types and functions of figurative language used by the Klem Family and investigating how these linguistic choices contribute to the representation of family identity in digital media.

## METHOD

This study uses a qualitative descriptive research design. This study can also be summarized as a qualitative case study, as it focuses on an in-depth analysis of one family YouTube channel, as this approach is suitable for describing, identifying, and analyzing figurative language and its implicit meanings in the Klem Family YouTube videos. This study specifically focuses on recognizing and interpreting figurative language based on Patrick Griffiths' semantic classification of simile, hyperbole, and personification to explain how figurative language is used. These figurative language styles were purposefully selected from the Klem Family YouTube account videos, which actively upload short videos of their family's daily lives. In this study, the author collected data from Klem Family content through several systematic stages. First (1), the author watched the videos thoroughly to understand the context, situation, and interactions that occurred in them. Second (2), the author transcribed all the utterances in the videos into text form so that the data could be explained in more detail. Third (3), the author identified and underlined parts of the utterances that fall into figurative language styles, specifically simile, hyperbole, and personification. Through these steps, the data obtained becomes more structured and facilitates the analysis process of the use of language styles in shaping family identity.

Qualitative descriptive research allows researchers to observe, document, and interpret phenomena based on naturally occurring data such as spoken language and social interactions (Creswell, 2009). Furthermore, it is explained that the main purpose of descriptive research is to systematically describe the characteristics, conditions, or phenomena found in a particular subject (Emzir., 2006). Through this approach, researchers can present detailed descriptions of language use that accurately reflect communication practices and the construction of family identity. In this study, a qualitative descriptive approach was used to analyze the language styles used in the Klem Family YouTube content. This study focused on identifying specific language styles such as simile, hyperbole, and personification that contribute to the construction of family identity. These language styles were synchronized and synchronized to understand how family roles, relationships, and values are represented linguistically. This approach also allowed researchers to explore the relationship between language use and the social and cultural context of family life as depicted in digital media, providing a comprehensive understanding of how family identity is formed through everyday communication on YouTube.

## FINDINGS AND DISCUSSION

The findings indicate that the Klem Family frequently employs figurative language in their YouTube content, with a total of 42 instances identified. These consist of 29 hyperboles, 9 similes, and 4 personifications. The predominance of figurative expressions demonstrates that language use within family vlogs extends beyond conveying information and serves important expressive and interpersonal functions. Through these language styles, family members create a more engaging communication atmosphere that reflects their emotions, experiences, and relationships in a way that resonates with viewers.

Hyperbole emerged as the most dominant language style, accounting for 29 out of the 42 identified expressions. This finding suggests that exaggeration is a common communicative strategy in family vlog interactions. Hyperbolic expressions are often used to emphasize feelings, reactions, and experiences, making ordinary situations appear more entertaining and emotionally engaging. In the context of YouTube content creation, exaggeration helps attract

audience attention and enhances the entertainment value of the videos. This result supports the view that social media discourse frequently relies on expressive language to strengthen audience engagement and create memorable interactions.

The second most frequently occurring language style is simile, with nine identified instances. Similes were generally used when speakers attempted to explain experiences, emotions, or situations by comparing them with more familiar objects or conditions. Compared to hyperbole, similes require more deliberate and descriptive language choices, which may explain their lower frequency. Nevertheless, similes contribute significantly to meaning clarification by helping viewers visualize situations more clearly and understand the intended message more effectively.

Personification appeared least frequently, with only four instances identified throughout the analyzed videos. This limited occurrence may be influenced by the nature of family vlog communication, which primarily focuses on human experiences, actions, and interactions rather than descriptions of inanimate objects. As a result, speakers tend to emphasize personal emotions and behaviors instead of attributing human characteristics to non-human entities. Although infrequent, personification still contributes to creating imaginative effects and enriching the expressive quality of communication.

From a functional perspective, the use of these language styles aligns with Griffiths' (2006) view that figurative language serves various communicative purposes beyond literal meaning. Hyperbole primarily functions to intensify emotions and create dramatic effects, simile helps clarify meaning through comparison, while personification adds creativity and vividness to descriptions. These functions allow speakers to communicate experiences more effectively and make interactions more meaningful for both family members and viewers. Overall, the findings demonstrate that language style plays a significant role in constructing the Klem Family's digital identity. The frequent use of hyperbole, supported by simile and personification, creates an image of a warm, expressive, and emotionally connected family. These linguistic choices not only facilitate communication but also contribute to representing family closeness, authenticity, and shared experiences in digital spaces. Consequently, language style functions as an important resource for identity construction within contemporary family vlogging culture.

Table 1. Classification of Language Styles into Simile, Hyperbole, Personification

No	Language Styles	Total
1	Simile	9
2	Hyperbole	29
3	Personification	4
4	<b>TOTAL</b>	<b>42</b>

In the Klem Family YouTube channel, the author found 42 data classified into Language Style. The data consists of 9 similes, 29 hyperboles, and 4 personifications. The use of hyperboles is the most widely used because it is influenced by the context of the situation and the communication goals of the speakers in the video, while for similes it is too descriptive and requires a more formal/planned sentence structure, and personification in the context of physical activity emphasizes human abilities rather than the characteristics of inanimate objects. All of these data will be analyzed in the Discussion chapter. In addition, the author will not only classify the data into Language Style, but will also analyze and classify its function based on the theory put forward by (Griffiths, 2006). For a more complete explanation, see the table below.

## Discussion

This chapter contains the results of data analysis from the Klem Family YouTube channel. The data here are sentences spoken by Klem Family members to answer the research questions. In the chapter, there are two sub-chapters that follow the discussion of the problem. The first sub-chapter analysis contains the language style used by the Klem Family on their YouTube channel. The second sub-chapter is to determine the function of the language style

used by the Klem Family. This study has 42 points from conversations issued by Klem Family members on their YouTube channel.

## Language Style

In this sub-chapter, Patrick Griffiths theory of categories and concepts of language style are explored, particularly the prominent linguistic features often associated with language style speech. Griffiths explains that features such as simile, hyperbole, and personification are considered as some of these features. Each of these features shows the uniqueness and intricacies of how language style reflects their language style to shape family identity. To study the manifestation of the three main features of language style in family speech on Klem Family YouTube channel, this study is limited to focusing on these three main features.

Data from the Klem Family was analyzed to calculate the frequency of these linguistic features in the Klem Family YouTube channel. Table 1 reveals nine simile, twenty-nine hyperbole, and four personification. This distribution indicates a diverse use of figurative language, with certain features appearing more frequently than others. Interestingly, one of the most prolific types of features in the Klem Family YouTube channel is the hyperbole (twenty-nine times). From this, it appears that the figurative language used by the Klem Family on their YouTube channel is primarily instrumental in defending their speech and identity.

## Simile

*"the same thing as maddie's football"* included in the simile because it contains an element of comparison between two different things, namely an object or situation with "Maddie's football". The main characteristic of a simile is the presence of comparative words such as like or as which are used to show similarities explicitly. In this sentence, the word "as" functions as a comparison marker stating that one thing has similarities with another (in this case compared to "Maddie's football"). In A Glossary of Literary Terms which states that a simile is an explicit comparison between two different things using connecting words such as like or as (Abrams, 1999). In addition, in A Dictionary of Stylistics also explains that simile is used to clarify meaning and create descriptive effects by directly comparing two things through certain linguistic markers (Wales, 2011).

*"I do smell like freaking Duncan now"* is included in the simile because it contains an explicit comparison between two different things, namely the speaker's body odor with the aroma of Duncan's products which are associated with donuts or something sweet. This comparison is clearly marked by the use of the word "like", which functions as a marker that one thing is likened to another to clarify the meaning. In this context, the speaker does not actually become "Duncan", but only states that his body odor is similar or like the sweet aroma, thus creating a more vivid descriptive effect and is easier for the listener to imagine. In stylistic studies, it is explained that simile is used to provide an imaginative effect and clarify sensory experiences (such as smell, taste, or feeling) through direct comparison (Simpson, 2004).

*"It's like a jungle to cats"* is a simile because it explicitly compares a situation/place to a jungle. This comparison is marked by the use of the word "like" as a marker of similarity, indicating that the situation resembles a jungle in terms of its crowded, chaotic, or wild atmosphere for cats. Similes serve to clarify meaning and create imaginative effects by comparing an experience or situation to something more familiar (Simpson, 2004).

## Hyperbole

*"don't kill me just give me something"* said Ethan, in data 2 Literally, the sentence contains an exaggerated expression to express fear or pressure in a game situation, rather than its literal meaning. The speaker is certainly not truly afraid of being killed, but rather uses the phrase "kill me" as a dramatic emotional expression to show how severe or stressful the punishment will be. In a study of hyperbole in English, it is stated that hyperbole functions to attract the

listener's attention and strengthen the emotional impact of an utterance through extreme exaggeration of meaning, (Claridge, 2011).

"*I've been trying for about 40 rounds*" is considered hyperbole because it exaggerates the number of attempts to emphasize fatigue, frustration, or a seemingly long effort. In a conversational context, the number "40 rounds" is not always meant literally, but rather used as a dramatic expression to show that the speaker has tried many times. Unlike similes, hyperbole does not use markers such as *as* or *like*, because its purpose is not to compare two things, but rather to enlarge or strengthen the meaning through exaggeration. Therefore, the use of exaggerated numbers here serves to add emotional effect and attract the listener's attention. Hyperbole is a linguistic strategy to strengthen the expression of attitudes and emotions by exaggerating reality (Culpeper, 2014).

"*Everyone pray for me right now*" is considered hyperbole because it contains elements of dramatization and exaggeration to express tension or fear in a game situation for example, when facing punishment. Literally, the speaker does not actually need everyone to pray, but the expression is used to enhance the impression that the situation is very serious or tense. Thus, the meaning conveyed is non-literal and aims to emphasize emotions, not actual facts. According to (Gibbs, 1994), hyperbole is used in everyday communication to convey subjective experiences more intensely, so that listeners can understand the level of emotion felt by the speaker.

### Personification

"*The stupid thing is blocking him*" is considered personification because it gives human characteristics, namely "stupid," to an inanimate object that does not actually have the ability to think or gesture like humans. In this context, the speaker treats the object as if it has consciousness or intention, thus making the expression more lively and emotional. The use of the word "stupid" is not intended literally, but rather as a way to express irritation with the object that is blocking the gallbladder. According to (Abrams, 1999), personification is a figure of speech that gives human qualities to inanimate objects or abstract concepts.

"*It's nobody's playhouse, it's the bees' playhouse*" is considered personification because it attributes typically possessed by humans, namely the concept of ownership and use of a "playhouse," to bees as non-human beings. In this context, bees are treated as if they have consciousness and property rights like humans, thus creating a more vivid and imaginative image. This expression is not literal, but is used to emphasize that the place actually belongs to the bees. Furthermore, the words *as* or *like* are not used because personification does not involve comparison, but rather the direct attribution of human traits to non-humans. Metaphors and figurative language explain that personification is part of the conceptualization process, where non-human entities are understood through human characteristics to make them more understandable and more communicative (Goatly, 1997).

"*she's spider-man loser*" In this case, Ethan gives the characteristics or abilities typical of the fictional character Spider-Man to someone in a real situation, as if the person had Spider-Man's abilities, such as climbing, moving agilely, or acting like a superhero.

This expression is not meant literally, because the person is certainly not really Spider-Man, but is used to describe behavior or conditions similar to the character. In stylistic studies, it is stated that personification is a form of figurative language that gives human characteristics to non-human entities to create an aesthetic effect and strengthen the imagination of readers or listeners (Verdonk, 2002). In addition, according to (Leech, 1981), personification is included in the category of figurative language that functions to enrich meaning through connotative and affective meaning, so that language not only conveys information, but also the emotions and attitudes of the speaker.

### Function of Language style

In this sub-chapter, Patrick Griffiths theory of categories and concepts of language style are explored, particularly the prominent linguistic features often associated with language style apeech. Griffiths explains that features such as simile, hyperbole, and personification are

considered as some of these features. Each of these features shows the uniqueness and intricacies of how language style reflects their language style to shape family identity. The function of language is the role of language in the communication process which includes six aspects: referential, emotive, conative, phatic, metalingual, and poetic according to (Jakobson, 1960). Meanwhile, according to (Halliday, 1978), the function of language is defined as the way language is used to fulfill human needs in social life. The function of language is related to how meaning is conveyed, both denotative conceptual meaning and additional meanings such as connotative and affective (Leech, 1981).

Simile is a figure of speech that serves to explicitly compare two different things using conjunctions such as like or as. The main function of simile in language style is to clarify meaning and create a descriptive or imaginative effect. With a direct comparison, the listener or reader more easily understands the image intended by the speaker. Figures of speech such as simile are used to convey non-literal meaning through the process of pragmatic inference, namely the listener interprets the meaning based on context, experience, and shared knowledge (Griffiths, 2006). In semantic studies, simile helps expand meaning from the literal to a richer connotative and affective. Simile is an explicit comparison between two different things that aims to clarify and strengthen the meaning through certain associations (Abrams, 1999). This is also reinforced by (Wales, 2011) who states that simile is used to provide a more vivid descriptive effect in an utterance. Thus, in semantic studies, the function of simile is not only as a linguistic decoration, but as an important tool for building connotative meaning, clarifying messages, and creating emotional or imaginative effects. Similes allow speakers to convey abstract or difficult-to-describe experiences in a more concrete and understandable way. Therefore, the use of similes in communication is highly effective in deepening the interpretation of meaning and enhancing the appeal of language. Data of similes in Klem Family transcript:

*"The same thing as Maddie's football" function to clarifies meaning by showing similarities between two things.*

*"I do smell like freaking Duncan now" bolsters imagination (images the scent) and makes meaning more concrete.*

*"It's like a jungle to cats" imaginatively depicts the situation as wild or crowded for cats.*

From these examples, it can be concluded that the function of similes is to clarify messages, strengthen descriptions, and make language more vivid and understandable. Therefore, they are very important in the study of semantics because they help expand meaning from the literal to more connotative and contextual.

Hyperbole is a figure of speech that uses exaggeration to emphasize a particular meaning or feeling. Hyperbole is a non-literal form of language understood through pragmatic inference, where the listener interprets the meaning based on context, not the actual meaning (Griffiths, 2006). In stylistic studies, hyperbole functions to create aesthetic and rhetorical effects, namely making language more vivid, expressive, and artistically appealing (Verdonk, 2002). Data of hyperbole use:

*"I'm so hungry I could eat a horse" does not mean literally eating a horse, but to emphasize a very strong feeling of hunger.*

*"I've told you a million times" indicates that something has been repeated many times, not actually a million times.*

*"This bag weights a ton" describe that the bag is very heavy, even though it is not actually a ton.*

From these examples, it can be seen that hyperbole serves to increase the expressive power of language, make the message more interesting, and help the listener understand the level of emotion or intensity that the speaker wants to convey.

Personification is a style of language that gives human traits, behavior, or characteristics to inanimate objects, animals, or abstract concepts. The main function of personification in language style is to bring meaning to life, clarify abstract concepts, and create imaginative and emotional effects. According to (Goatly, 1997), personification helps humans understand

something non-human by mapping human experiences to the object, so that the meaning becomes more communicative. According to (Gibbs, 1994), personification also functions as a cognitive strategy to help interpret non-literal meanings through context, the listener understands that the expression is not literal, but contains a specific meaning based on the situation. Personification is a part of stylistics used to make language more lively, interesting, and expressive (Verdonk, 2002). For example, in the data "It's the bees' playhouse", bees are described as humans who have a "playhouse", thus creating an image that is easier to imagine. Data of personification found on Klem Family YouTube:

*"The stupid thing is blocking him" an inanimate object is given the human characteristic of "stupid," so the function of personification here is to express emotion (annoyance) and make the situation more lively.*

*"It's nobody playhouse , it's the bees' playhouse" bees are treated like human who have a "playhouse" serving to clarify meaning imaginatively.*

*"She's a spider-man loser"* a person is given a character like a superhuman character (Spider-Man), thus creating a descriptive and imaginative effect in describing abilities or behavior. From this explanation, it can be concluded that personification serves to clarify meaning, amplify emotions, and make language more vivid and engaging. Therefore, it is very important in semantic studies because it helps expand meaning from the literal to more connotative and expressive.

## CONCLUSIONS

This study identified 42 instances of figurative language used by the Klem Family on their YouTube channel, consisting of 29 hyperboles, 9 similes, and 4 personifications. Hyperbole emerged as the most dominant language style, indicating the family's tendency to use exaggerated expressions to emphasize emotions, create dramatic effects, and engage viewers. Similes were employed to provide clearer and more vivid comparisons, helping audiences understand experiences and situations more concretely. Meanwhile, personification appeared less frequently because everyday family interactions generally focus on human actions and emotions rather than attributing human qualities to non-human entities. The findings demonstrate that figurative language serves not only communicative purposes but also plays a significant role in constructing and expressing family identity in digital spaces. Through the strategic use of language styles, the Klem Family creates a sense of closeness, authenticity, and emotional connection with their audience. This study contributes to semantic and pragmatic research by highlighting how language style functions as a resource for identity construction in contemporary family vlogging culture.

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