

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

In the previous chapter, the researcher has mentioned some researchers who studied metaphor. The purpose of this chapter is to introduce the reader about the study of metaphor. The researcher will take a brief history of metaphor in linguistic from different philosophical perspectives. This framework comprises some required the theories to the analysis. The researcher investigated slogan of Asia tourism destination advertisement. This present study combines some theories in order to draw a great result of the analysis.

#### **2.1 Theories of Metaphor**

Metaphor is a figure of speech which implies comparison between two differences entities, as distinguished from simile, an explicit comparison model by the words “like” or “as”. There are most common definitions of metaphor in the study. Firstly, metaphor is a property of words in linguistic aspect. Secondly, metaphor is useful for artistic purpose, for example in poem. Lastly, metaphor is a figure of speech which is used for special effect and part of everyday human communication. The definition of metaphor has been stated by some experts, such as Kovecses (2010: 3-4) who defined that metaphor is large part of the way to speak naturally for everyday purposes. Metaphor is also the abstract and explicit concept of life. In the theory, he emphasized that metaphor is nature of language, which words or other linguistic expressions come from the more concrete conceptual domain. The opinion for the theory of metaphor by Kovecses is not complete

explanation for understanding metaphor in the research. The theory still can not be specific reference in metaphor. It is because metaphor is not only about nature of language or word linguistic expression in speaking but also about the important part that has relation with human thought.

In addition to Kovecses's theory, Black (1955: 276-277) also has another theory about metaphor. Black asserts that metaphor is a loose word, which is as a term properly applicable to certain expression without attention to anything like the thoughts, acts, feelings, and intentions of speakers on which the expression is used. He suggests that metaphor only focuses in the frame. The main focus of the metaphors is remained of the sentence in which that word. It would be good understanding to know about the meaning of metaphor with translated word. Through the black's theory, it still can not be a good reference in understanding metaphor because in metaphor we can not just focus in the sentence or word to understand meaning from metaphor. There are other aspects which are important to make sure about the meaning of metaphor like thought, feelings, and art.

Lakoff and Johnson (1980: 124) view metaphor as a concept of human thought. Metaphor is human conceptual system, the way we think, what we experience, and what we do every day is very much a matter of metaphor. The basic of linguistic aspect, human has found the most ordinary conceptual system as metaphorical in nature. Also, metaphors are that structure how we perceive, how we think, and what we do. The theory is known as "cognitive linguistic view of metaphor".

Lakoff and Johnson showed that theory of metaphor is included both in thought and in everyday language. Lakoff and Johnson (1980: 134) also emphasized that metaphor is one of our most important tools for exploring to understand what can not be understood totally as our feelings, aesthetic expression, moral practice, and spiritual awareness. The function of metaphor is to better understand certain concept, and not just some artistic or esthetic purpose.

Based on the three theories of linguist above, the researcher concludes that the appropriate theory for conducting the research is from Lakoff and Jonhson linguist (1980), and also Kovecses (2010) who is book writer the second edition from book title “what we live by” by Lakoff and Johnson 1980 about metaphor to support this research. Metaphor is human though that is abstract concept of life, which the part is used to speak naturally for everyday purposes.

## **2.2 Conceptual Metaphor**

A conceptual metaphor consists of two conceptual domains, in which one of conceptual domains is understanding another conceptual domain. Conceptual metaphor contained metaphorical linguistic expression, which comes from the language of the more concrete conceptual domain. There are two special names of domains in conceptual metaphor. They are source domain and target domain (kovecess, 2010: 4). The metaphorical linguistic expression is used to study the nature of metaphorical concept and to get understanding of the metaphorical nature in human activity. The metaphorical concept is systematic, and also the language



































tourism becomes the important thing in the global economy (Honey and Gilpin, 2009).

Everyone in the world also has interest in travelling in the tourism destination. There are various reasons about why people travel. The variety of reasons is to escape, to explore, to understand, and to participate. In fact, the main point of why people choose the destination to get experience of the place is because it becomes something interesting for the traveler to keep it forever and share with others. This helps the destinations to be put in the strategic place and programs that will be an invitation for visitors as the purpose of their journey. Destination management organizations (DMO) are the only thing recommend for a holistic tourism industry in a place. Moreover, DMO becomes the best serve to facilitate dialogue among the private sector, public sector, and other sector for destination's long tourism. DMO also proves invaluable for supporting tourism development, especially in developing destination where tourism is an important economic driver and mechanism for suitable social capacity building (Stange and Brown, 2010).