CHAPTER II

LITERATURE REVIEW

This chapter discusses about the basic concepts of semantics, figure of speech, metaphor, kinds of metaphor, and slogan computer advertisement.

2.1 Theory of Semantics

Semantics is the systematic study of meaning, and linguistic semantics is the study of how languages organize and express meaning. Lynos (1997: 1) said, "Semantics is generally defined as the study of meaning, and this is the definition which we shall initially adopt". Fromkin and Rodman (1974: 206) said in their books that the words, phrase and sentences have the linguistics meaning is known as semantics. In order to support this statement Adrian Akmajian (1995: 213) states that semantics in generally considered to be study of meaning (and related nation) in language whereas in field of logic, semantic is generally considered to be study of linguistics references or denotation and truth condition in languages. Besides Semantics is the systematic study of the meaning and linguistics semantics is the study of how languages organize and express meaning (Keidler, 1998: 3).While linguistics semantics is concerned with the language system that people have in common that makes them able to communicate with one another (Keidler, 1998:39).

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2.2 Figure of Speech

The terms" figure of speech" becomes clear with an understanding of the terms "literal and figurative". According to Berry in his book entitled *The Craft of Writing* (1974:49) literal means according to the letters, the example is when a pilot is flying a plane, he is literally speaking*" up to in the clouds"*. Meanwhile, figurative means a poetic or non-literal in using language, for example when this same pilot on returning home, learns he was won $10.000 in a lottery, he may express his joy by stating that he is *" up to in Clouds"* . Now, of course he is speaking figuratively, that is, he is using a figure of speech.

2.3 Metaphor

Metaphor includes in the one of figure of speech. A metaphor treats something as something else, for instance:" *may love is a red –red rose".* It use rose to mean not the flower, but something beautiful and precious (Siswantoro in his book entitled *Puisi-Puisi Satra Inggris*, 2002: 28). Another definition of metaphor is given by Ortony (in his book entitled *Metaphor and thought*1993:15) he states that metaphor is the use of word or phrase to indicate something different from the literal meanings, as in "*I'll make him swallow his words" or "she has a heart of stone".* In sentence "I'll make him swallow his words". The meaning of word "swallow" is not literal meaning. It does not mean that he has to eat his word. It means that "I" will make "he" never says the words again. In the sentence "she has a heart of stone", it does

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not mean that she has a heart made of stone but she has a strong faith about something and it is difficult to change.

Berry (1974: 49) states that metaphor is an implied comparison of two unlike object that have one point common, with 'like' or 'as' omitted. For example: "the bleeding prize fighter became a savage animal". The two unlike objects are, of course the *prize fighter* and the *animal*. While, Semino(1997: 200) says that metaphor is precisely 'transfer', 'carrying from one place to another'. The two places implied in this definition refer to literal and figurative meaning. Both are said to be related by similarity or implicit comparison. Furnish and bath introduced the two elements involved in metaphorical process. They are tenor and vehicle (1996:109). The term "tenor" for what is being talked about and "vehicle" for the metaphorical way it is talked about.

2.3.1 Kinds of Metaphor

In this research, the researcher concerns into Furnish and Bath theory (1996) to determine the kinds of metaphor that used in computer brands slogan advertisement. According to them, a metaphor divided into two types, they are:

1. Implicit Metaphor

Implicit metaphor is the metaphor that only gives one side of equation. The figurative half equation is left to work in its own, what

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is actually being referred to be left implicit. So, it needs reader's Imagination of literal word or phrase has been substituted by each ofthem. Then, it is also needs more interpretation work to complete the metaphorical equation.

Example: *The hourglass whisper to the lions' roar*

The verb *whisper* must be metaphor, because an hourglass cannot literally whisper. To infer the tenor, the readers should read the whole and ask what interaction there could be an hourglass and a lion's presumably that, however fiercely and loudly it roars its life will not last forever. It also stresses how quietly the sound runs through the glass in comparison with the lion's roar and this makes it all more ironic that the lion cannot resist this message.

2. Explicit Metaphor

The metaphor that is presented in the text and it is clear what is being compared with, what one thing is said to be another thing. Both halves of equation are present in the text. The explicit metaphor compares two things directly.

Example: *An Englishman house is his castle*

It is obvious that tenor (an English house) is in some way equivalent to the vehicle (a castle).

Meanwhile implicit metaphor makes the language in advertisement slogan more attractive, although sometimes they may confuse and reader's knowledge or imagination to get the point of the

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advertisement slogans. Besides making the language more attractive they also make sentence shorter it does not need along sentence to tell the message of advertisement slogan. Moreover, the give of picture can attract many consumers. The implicit and explicit metaphors are alike. Although explicit metaphor is clear what is being compared with one thing is said to be another thing. They also need reader's imagination and should be connected with the context of advertisement slogan. Both implicit and explicit metaphor is interesting to be point of advertisements slogan. The advertisement slogan will get full attention from reader as they want to know the point of it. Readers should read the whole sentence in the advertisement and connect them with the advertisement product.

Based on this research the researcher gives an example about the slogan used by one of the computer brand which comes from Apple computer brand:

"Apple Macintosh, the power to be your best".

The advertisement slogan above is an explicit metaphor. Apple Macintosh is a kind of computer brand. In this case, the readers should find why it is said *the power to be your best***.** They should connect the lexical meaning with the illustration of the picture of the advertisement. From the picture, the writer can find that Apple is the name of a computer brand. Apple is the computer which gives more

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over plus to the users because of its application. *The power to be your best*means with all the over plus of Apple brand, it will make the users feel satisfied because of its power which will make them to be the best.

2.4 Advertisement

Advertisement is a tool to provide information which is persuasive about goods, ideas and services to the people in many media (Wright in Liliweri, 1992:20 in his book entitled *Dasar-dasar Komunikasi iklan*). From this definition, advertisement is a part of human behavior where ideas or concepts are communication persuasively between the advertiser and the recipients or costumer's future behavior. Basically, advertisement is divided into two major types: broadcast advertisements and printed advertisement. Broad advertisements usually occupy either radio broadcast or television broadcast or television broadcast, meanwhile printed advertisement utilize almost all printed media such as newspaper, magazines books and brochures. Besides that, there are also advertisement that are printed on board spaces located in some areas where people easily see and read them.

In addition, the language of advertisement is different from the language which used in daily speech of the community. Sometimes, its language is not straight to the point, so many people make mistake in interpreting it. The preceding sentences are supported by Hutchinson's statement that the use uncommon languages in advertisement slogan are to

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show the characteristic of an advertisement; therefore, it creates some interpretations (1996: 228 in his book entitled *writing for mass communication*). Thereforeargues the language used in advertisement should be creative, interested, informative, and persuasive. Creative means that the words used have to illustrate and arrange with different ways, such as contain of a jargon, hyperbole, personification, metaphor or good diction. Moreover to be creative advertisement has own style in producing their message, Based Whittier in his book entitled *creative Advertisement* (1958: 52).

2.4.1. The Purpose of Advertisement

The ultimate purpose of all commercial advertisement is to persuade people tobuy. According to the interpretation of Tom Altstiel mentions that to be effectivea good advertisement must have:

1. The ability to get our attention. Hundreds of advertisements areseen/heardeach day. Therefore, an effective advertisement must stand out from thecompetition and grab the consumer's attention.
2. The ability to sustain our attention. It is important that the potential consumer learn something about the product. An effective ad involves the reader in the details of the ad and carries the reader's attention through the advertisement.
3. The ability to transmit the message. Clarity of message is important if the message is in limited space. So that, the

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consumers are demanded to understand deeply the messages delivered.

4. The ability to convince the potential consumers to accept the message of the advertisement and the advertisement brand. Thus, the ability of the advertisement is to persuade, to accept and to buy the product

2.4.2 The Basic Concept of Persuasion

Persuasion is a verbal art which persuades people to take an action what writer or speaker wants (Keraf, 1992:118 in his book *Argumentasi dan Narasi*). The most well-known example of persuasion is advertisement. It is in line with Holtz's statement that is *"if there is any single field in which there is a primary focus on efforts to produce the most persuasive writing, it is the advertising field"* (1983: 86 in his book *Persuasive Writing*).

2.5 Slogan

2.5.1 Definition of slogan

Slogan is image or sign of company. It is a phrase that comes and goes with particular lines of products on all its adverts whatever the campaign. Goddard (1998:105) .In other word Goddard (1998: 106) she states that the slogan used by a company selling a particular product will tie in closely with the descriptions used in the advertising copy.

"Slogan adalah tag line yang diungkapkan dalam frasa sebuah iklan, dan bagian terpenting dari sebuah perusahaan .Grannat (2003:76)

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Based on Grannat (2003:76) he affirms that slogan is tag line that express on phrases of advertisement and importance item by company.

2.5.2 Functions of Slogan of the Advertising

Granat (2003:76) assert that a slogan has three functions in the advertising. They are:

a) Slogan must be embrace story that indicated by advertising and the reader.
b) Slogan is identifications and helps the people to consider of the enterprise label.
c) Slogan helps increase image of the enterprise in the audience target .

2.5.3 Characteristic of Slogan in Advertising

Granat (2003:83) affirm that a slogan has abbreviation that called AIDA sign in the advertising, as follows:

a) A (Attention). It means that a slogan must be quality attention to public.
b) I (Interest). It means that a slogan interested by public and easy to remember.
c) D (Desire). It means that a slogan draws out the public to choose a product with choice a consumer.
d) A (Action). It means a slogan exploited by consumer to loves goods.

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2.5 Previous Study

There are some studies which had been conducted regarding analysis the metaphor. The studies had successfully shown differences of a particular of metaphor.

1. Rudik Sanjaya (2002). He analyzes metaphor used in cars advertisement. This research applies Wahab and Tanaka's theory and used descriptive studies approach. The most finding is the nominal predictive metaphor also can be in the form of dead and life metaphor, in other word a single metaphor may have two categories.
2. Nitajuz Zahidah (2011), she analyzed the Furnish and Bath's theory of metaphor. The writer analyzed whether the slogans contain implicit and explicit metaphor. She uses slogan which is used in "Time Magazine".
3. Andi Wahyu Nugraha (UMS 2007), with his study entitled "A Linguistic Analysis of English Slogan on Cosmetics and Food Products". He analyzed the linguistic forms, the types, and the meaning of English slogan by using semantic approach. He concluded that the slogan used in cosmetic products mostly conceptual meaning and the slogans used in food products apply the connotative meaning.

From the previous study, this research has the different and similarity with both the research above. The differences are the object which is taken and also the theory which is used. The

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similarity is the theory which is the same as what is used by Nitajuz Zahidah (2011) but absolutely different object.

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