CHAPTER IV

FINDING AND DISCUSSION

The focus of this study is to identify kinds of metaphor and the implicit and explicit metaphor. The main purpose of this chapter is to answer the questions presented in Chapter I.

4.1 Findings

4.1.1 Kinds of Metaphor

In this research, the researcher found two kinds of metaphors are Implicit and explicit metaphor. Below, the researcher mentions an implicit metaphor first, and then mentions an explicit metaphor.

a. Implicit Metaphor

In this analysis, the researcher found eight kinds of implicit metaphor in computer brand slogans advertisement. The implicit metaphor is the metaphor which only gives one side of equitation. The figurative half of equation is left to work in its own, what is being actually being referred to be left implicit. The eight implicit metaphors are:

- (1) "Empowering Beyond Limits"
- (2) "Inspiring innovation. Persistent perfection"
- (3) "The Power to do more"
- (4) "For those who do"
- (5) "Innovation with style"

- (6) ":Make. Believe"
- (7) "Life is Good"
- (8) "In touch with tomorrow"

The advertisement slogan number (1) is an implicit metaphor. The phrase *Empowering beyond Limits* itself raises questions like what is empowering beyond limits? And where is it? The phrase does not mean to confuse the readers or the consumers; in fact the slogan uses the phrase to evoke the curiosity on the part of the consumers.

Metaphor in this advertisement slogan used implicitly. It is said implicit metaphor because the tenor (what is being talked about) is let implicit and the word "empowering *beyond limits*" in this advertisement must be metaphor

The advertisement slogan number (2) brings an implicit metaphor. It is said implicit metaphor because the tenor in this slogan advertisement is left implicit. The words *inspiring and persistent innovation* must be metaphor. It is also consider as vehicle

The slogan begins with the word *inspiring*; the word *inspiring innovation* means this brand is always inspiring, whereas innovation refers to the real object itself. Then, "persistent

perfection" means the technology of Asus always maintains the perfection to make satisfied their user.

The advertisement slogan number (3) is an implicit metaphor. The slogan begins with the word of *The Power* means having ability doing something and the words *to do more* mean the user can get more chance to enlarge their connection with another. The metaphor in this slogan advertisement used implicitly. It is said implicit metaphor because the tenor (what is being talked about) is left implicit. The word *The Power to do more* in this advertisement must be metaphor.

The advertisement slogan number (4) is a kind of implicit metaphor. It is said implicit metaphor because the tenor (what is being talked about) is left implicit. We are given only one side of the equation. The word *for those who do* in this advertisement must be metaphor.

The advertisement slogan number (5) is an implicit metaphor. It is said as implicit metaphor because the tenor is left implicit. We are not given clearly and exactly what is actually said as innovative with style but by analyzing through the possibilities and also the context we can finally now that this word refers to MSI. We are given only one side of the equation. In this case the word *Innovation with style* must be metaphor. It is also considered as vehicle.

The advertisement slogan number (6) carries implicit metaphor. In this slogan advertisement. There is no explanation of what actually "Make.Believe" means and there is no connecting from verb 'to be' to know its tenor. Readers must find out its meaning by imagination and observing the picture and also reading the whole sentence of advertisement.

The slogan number (7) is a kind of implicit metaphor. Readers will not know what "life is good" means without reading the whole sentences of the advertisement and examining the picture. The metaphor in this slogan advertisement used implicitly. It is said as implicit metaphor because the tenor of this slogan of advertisement is left implicit. We are given only one side of the equation. In this case in *life is good* must be metaphor.

The advertisement slogan number (8) is an implicit metaphor. It is said as implicit metaphor because the tenor (what is talked about) is left implicit. We are given only one side of the equation. The world "In touch with tomorrow" in this advertisement must be metaphor.

b. Explicit Metaphor

In this analysis, the researcher found two explicit metaphors in Computer brands slogan advertisement. The explicit metaphor 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 the equation are presented in the text. The explicit metaphor compares two things directly. The two explicit metaphors they are:

- (1) "Apple Macintosh. The computer for the rest of us"
- (2) "HP Everybody on"

The advertisement slogan number (1) is an explicit metaphor. In this case *Apple Macintosh* is the brand of Apple computer although it is considered as explicit metaphor reader should find the meaning of its metaphor. *Apple Macintosh* is tenor (the real thing of what is being talked about) and *the computer for rest of us* is vehicle. Both halves of equation are presented in this slogan advertisement.

The advertisement slogan number (2) is a kind of an explicit metaphor. It is said explicit metaphor because both of halves of the metaphor are present in the text. "HP" is tenor (the original subject which is being talked about) and "everybody On" is vehicle of this advertisement. Both halves of equation are presented in this slogan of advertisement.

4.1.2 An Analysis of Implicit and Explicit Metaphor in Computer Brands Slogan Advertisement.

In this research, the researcher found eight kinds of implicit metaphor in computer brand slogans advertisement. Implicit metaphor is the metaphor that only gives one side of equation. Here, she explains one by one about the meaning of the slogan advertisements based on Furnish and Bath theory (1996).

a. Implicit Metaphor

a) Acer "Empowering Beyond Limit"

In term of "Empowering beyond Limit", the company uses the word *empowering* which means to give power or to make people able to do to introduce to the readers that her is a thing that enables them to do things, then, the word "beyond" means further than limits and "limits" means greatest or smallest amount allowed or possible. So this brand will make the users able to do a lot of things with no limitation at all. These meaning are also connected to context of advertisement which means the Acer computer is designed to examine something. Limits refer to the people or person. This slogan uses green color in Acer logo symbolizes growth, freshness, uniqueness and environmental friendly production. "Explore beyond limits" has a meaning of people examine something further than limits as they can. With all the over plus of Acer brand, it will make the users feel satisfied because of this power can be strong and over the limit.

Based on the picture, the researcher can describe about the advertisement picture, the users can imagine and advance with touch screen technology from Acer brand, there are no limit to what to discover, create, and share that the users want. So in this case, the researcher can conclude that the tenor in this slogan of advertisement is left implicit. We are given only one side of the equation. In this case the word *beyond limits* must be metaphor. It is also considered as the vehicle.

b) Asus "Inspiring Innovation. Persistent Perfection"

In term of Asus Slogan is "Inspiring innovation. Persistent Perfection" the "inspiring innovation" means this brand is always inspiring the consumers, whereas innovation refers to the real object of product itself.

The word choice of innovation that is derived from the word innovate which means to introduce something new or make changes in anything established is proven through Asus' products that are always innovated because every year the design is always changed and renewed. So, the users are hoped to be inspired by this spirit of doing innovation. Then, "Persistent perfection" means the technology of Asus always maintains the perfection to make satisfied their users. Still in correlation with the words inspiring innovation stated earlier then it is added by persistent perfection is to strengthen and make the consumers to

believe more to choose this brand. By doing innovation regularly,

Asus tries to be persistently much better and better to gain

perfection in inspiring people who have chosen this.

Based on the picture, the researcher can describe about advertisement picture. In the picture there is a computer and Asus try to offer their product with instant online. It can be described that the computer of Asus is able to make the users easily works with it because the technology offered. It has an instant online with fast speed. So in this case, the researcher can conclude that the tenor in this slogan of advertisement is left implicit. We are given only one side of the equation. In this case the word *inspiring* and *persistent* perfection must be metaphor. It is also considered as the vehicle.

c) Dell "The Power To do More"

In term of "The Power to do more" the "the power to do more" means this brands has the power. To advertise their products, Dell chooses the word power that means having ability to do or act or capability of doing or accomplishing something which actually refers to the thing of product itself. So, power which means so positive like that must have very great fore to persuade the readers of the advertisements. By adding the words to do more afterwards means that using this product the user can get more chance to enlarge their connection with another. The consumers who work with Dell will

experience to do or accomplish things more than those other brands cannot offer to.

This statement can be strengthened through the contextual picture given. This product uses blue color in the Dell logo to symbolize significance and intelligence. Based on the picture, the researcher can describe about advertisement picture. In the picture there is computer picture and they try to offer their product with new convertible that is introducing the new technology from touch-screen technology given and the types offered. It can be much easier for the users to use it. So, in this case, the researcher can conclude that tenor in this slogan of advertisement is left implicit. We are given only one side of the equation. In this case the word *the power to do more* must be metaphor. It is also considered as the vehicle.

d) Lenovo "For those who do"

In term of "For those who do" means the company wants to introduce the products to the users that Lenovo is created for them who want to do many activities more easily. Lenovo is very friendly technology in daily human activities like; typing, browsing, listening, etc. So the words *for those who do* must be referred to this product itself. It can be also based on the picture, the researcher can describe about advertisement picture.

In the picture the company offers to the users with cheap price for notebook products. So, in this case, the researcher can conclude that tenor in this slogan of advertisement is left implicit. We are given only one side of the equation. The words *for those who do* stand for itself but through deeper analysis, the writer believes that the complete equation says *Lenovo is for those who do*. So in this case, the tenor must be Lenovo but it is left implicit and the word *for those who do* must be metaphor. It is also considered as the vehicle (the metaphorical words Lenovo is talked about).

e) MSI "Innovative with Style"

In term of "Innovative with Style" means product of MSI is always doing a technology innovation to make sure the users use MSI product. Based on the picture, the researcher can describe about advertisement picture. The picture here the company try to offer to the users the new computer product and also with new technology. To emphasize its slogan *innovative with style*, MSI adds the pictures of each detail parts of the product in clear view. It is to make sure the readers that MSI really offers new styles which are different with other brands.

The advertisement also describes some orientation of MSI's innovative styles in words added under the picture presented. So, in this case, the researcher can conclude that tenor in this slogan of

advertisement is left implicit. We are not given clearly and exactly what is actually said as innovative with style but by analyzing through the possibilities and also the context we can finally know that these words refer to MSI product brand. We are given only one side of the equation. In this case the word *innovative with style* must be metaphor. It is also considered as the vehicle.

f) Sony "Make. Believe"

In term of "Make.Believe" the "Make.Believe" means this brand; the Sony brands try to make sure the users of Sony in order to the users use Sony Products. As we know that advertisement has to have the power of persuasiveness power inside, so the writer argues that Sony really chooses and utilizes these two simple words so intelligently; *make.believe*. Sony does not use many words to introduce its surplus values to the consumers like what usually done by other brands, but by only states make. It means that when the consumers make it or in its intended meaning work either it (Sony), they will believe that Sony is their best choices. When people make or use it, they will believe its advantages then. The persuasive effect of this advertisement slogan is also supported by the picture presented. The use of black color in Sony logo symbolizes simplicity and elegance. Based on the picture, the researcher can describe about advertisement picture. In the picture there is word "GO VIVID", it means that they try to offer their product to the users more live and closer to the users. So, in this case, the researcher can conclude that tenor in this slogan of advertisement is left implicit. We are given only one side of the equation. In this case the word *make.believe* must be metaphor. It is also considered as the vehicle (the words that actually talks about Sony but in metaphorical way).

g) LG "Life is Good"

In term of "Life is Good" is actually referring to the brand itself. The brand and its slogan have a so strong relationship. The brand LG stands for *Life is Good* which is used as its brand's slogan. This means LG as a friendly brand of technology that can help human in doing their activities. So the users are not busy for doing something.

Based on the picture, the researcher can describe about advertisement picture. Here the picture is about offering the product of mobile with system android with cheap price. The use of red in LG represents passion, friendliness and commitment to be always excellent, whereas the gray color stands for technology, sophistication and reliability.

The slogan does not explicitly state that Life is Good is LG but through a little bit deeper consideration the readers must understand it easily. So, in this case, the researcher can conclude that tenor in this slogan of advertisement is left implicit because the readers have to examine it first to get the knowledge. We are given only one side of the equation. In this case the word *Life is Good* must be metaphor. It is also considered as the vehicle.

h) Toshiba "Leading Innovation"

In term of "Leading Innovation" means Toshiba always concerns with technology innovation. The system of technology which is used by Toshiba makes sure that Toshiba accepted by the society. By using the *leading* means Toshiba always tries to offer some innovation faster or earlier than other brands do. Based on the picture, the researcher can describe about advertisement picture. Here the picture is about offering to the users the new series of the computer. This new product offers some innovative specifications.

The advertisement says that it has unique design that is the slimmest and also the lightest but the best quality and the greatest features. The touch-screen mode also adds the superiority of it. Through its newest design, Toshiba becomes the easiest and most effective laptop to bring anywhere. No other brands which offer this style of technology. This innovative product is called satellite series and available in some color. So, in this case, the researcher can conclude that tenor in this slogan of advertisement is left implicit. We are given only one side of the equitation. In this case the word *leading innovation* must be metaphor. It is also

considered as the vehicle (the metaphorical way in which Toshiba is being talked about).

b. Explicit Metaphor

In this analysis, the researcher found two explicit metaphors in Computer Brands Slogan Advertisement. The explicit metaphor 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 the equation are presented in the text. The explicit metaphor compares two things directly.

The two explicit they are:

a) Apple "Apple Macintosh. The computer for rest of us"

In this term "Apple Macintosh. The computer for rest of us" the slogan used by one of the computer brand which comes from Apple computer brand. It is "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 over plus to the users because of its application.

The power to be your best, this slogan means that 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.

The metaphor in this advertisement slogan used explicitly. It is said as explicit metaphor because both of halves of the metaphor are present in the text. *Apple Macintosh* is tenor (the real thing of what is being talked about) and *the computer for the rest of us* is vehicle of this advertisement. Both halves of equation are presented in this slogan of advertisement.

b) HP " HP. <mark>Eve</mark>rybody on"

In this term of "HP. everybody on" the slogan used by one of the computer brand which comes from HP. it is **HP. Everybody**ON. The advertisement slogan above is explicit metaphor. HP is a kind of brand of computer and everybody on. In this case, the readers should find why it is said everybody on. When reading the word HP, the readers must have known directly that it refers to the brand so the word everybody on which comes after it must be the words that refer and explain more to the HP brand.

As we know that the word *everybody* simply means every person, but the word *on* has some possible meanings. The writer tries to analyze it in some ways. *On* can be an adverb that means a position of being supported or attached. So, it means that everyone can be supported by HP to do many things better. HP can support

everybody to things in his/her daily life such as; typing, editing, watching, listening, etc. *On* can also become a preposition which means as to be attached to or unified with. It means that everybody believes with HP brand's products, everybody has been attached and unified to this brand. Using these persuasive words can attract other people who have not used this brand to be persuaded to change their choice to this. Moreover, *On* can be an adjective too that means operating or in use. The company wants to show that its brand has been believed by consumers so *everybody on*, means many people have been operating with or using HP. The point is only one that is to make readers believe that the brand is the best one and becomes the choice of many people.

The metaphor in this advertisement slogan used explicitly. It is said as explicit metaphor because both of halves of the metaphor are present in the text. *HP* is the tenor (the original subject which is being talked about) and *Everybody On* is vehicle of this advertisement. Both halves of equation are presented in this slogan of advertisement.

4.2 Discussion

After reading and understanding the advertisement slogan computer brands advertisement, the researcher finds that several of the advertisement slogan use metaphor, metaphor that used in this research is implicit and explicit. An implicit metaphor is the metaphor that only gives one side of equation. Meanwhile explicit metaphor is 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.

From the analysis above, we can realize that the result most of the computer advertisement is implicit metaphor rather than explicit metaphor. Perhaps because of implicit words shorter. It does not need a long sentence to tell the message advertisement slogan. It becomes easier to remember and to be more interesting and curious reader more.