

**AN ANALYSIS OF METAPHOR IN COSMETICS
ADVERTISEMENT SLOGAN**

THESIS



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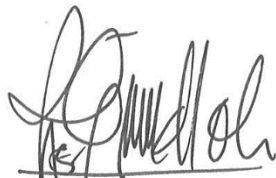
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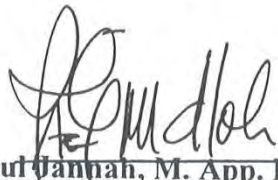
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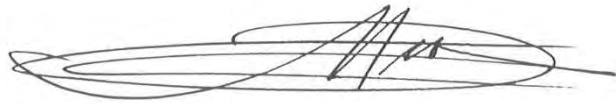
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necessary for us to limit ourselves to the expression of meanings in a single language. The meaning of phrases or sentences depends on the meaning of the words and the structure. Semantics is quite important not only for those who want to communicate but also for better communication in society. So, it can be concluded that meaning is an idea or concepts that can be transferred from the mind of the speaker to the mind the hearer by embodying them, as it is, in the form of one language or another. Griffiths (2006: 10) states in the *Introduction to English Semantics and Pragmatics* book that, “utterance meaning is a necessary fiction that linguists doing of semantics and pragmatics have to work with”. It is because every word, phrase, and sentence has a meaning and a language without meaning is meaningless.

Mass media is one of the tools to get information. People get information through electronic media and print media every day. In social life, people tend to see news of the common things to specific things. By reading the headlines, they are able to obtain general information from the article. Reading through short headlines and informative news, people can get solid and interesting information. Whether in print media or electronic media, especially advertisement, we absolutely will meet a wide range of writing style; style of language used by speakers or writers as diverse as comparisons, metaphors, personification, and so on.

Advertisement is inviting the candidate consumer to get profit as many as possible. In communication, advertisement has full control of the content in the advertisement. They control it, suppose the reader to really read the advertisement and make sure they know about the products advertised. The point of an

advertisement is reflected through messages on it which can raise the consumer's interest. Using some cases, the language of advertisement is very important.

The language style or figure of speech which is intended in advertising has an important role to influence the reader or audience. The creator of commercial advertising tries to make the best quality as possible by displaying images and interesting words. Moreover, the use of language in this advertising phenomenon is very important. In regard to the importance of linguistics in advertising, then the use of metaphor is necessary to make the good text of advertisements because metaphor as a linguistic expression cannot be described directly but rather from the prediction of the intended meaning of the linguistic phrase itself (Wahab, 1992:65). So, the advertisement cannot be separated from the use of metaphor with the intention to persuade buyers with interest in exciting products offered by viewing the ads impressions, listen, read the ads that are served with interesting words.

To generate a good advertisement, ad makers should use words that are interesting and should be good at choosing the words that will be used. The precision of the selection of the words in advertising will support the ad effectiveness so that the information can be conveyed accurately. The use of an interesting word in advertising will generate positive effects on the audience. The meaning is also influential in the creation of good ads because the meaning affects the understanding of the consumers on products offered.

According to Jefkins (1996:5), advertisements are the most persuasive messages for prospective buyers. In our daily life, sometimes the communication in advertisement cannot run properly as long as we do not state our utterance in a

clear meaning. It makes the listener or the reader interpret our utterance to know the message of the advertisement. On the other hand, if the reader does not understand what we have written in literary work or the other text in media, there will be a misunderstanding or misinterpreting the message of the text. Metaphor is part of figurative language which is often used in mass media. Figurative language involves comparison or simile, metaphor, allegory, personification, allusion, synecdoche, and metonym. Figurative language is used to create an image that is characterized by language that compares, exaggerates, or means something other than what it first appears to mean. Take for example: "I am so hungry; I could eat a sheep". This example shows how starving the speaker is, so he can even eat any impossible thing. It proves that figurative language is used to enrich the language. Thus, people communicate through language to convey their feelings and their ideas, even if it means that every utterance conveyed by people sometimes contains hidden meaning, just like in imagery, or metaphor as the part of figurative language which is common and widely used. Figurative language is an implicit comparison in which idea is compared to another idea through a similarity or likeness characteristics.

Kovecses (2010: 3-4) defines that metaphor is a large part of the way to speak naturally for everyday purposes. Metaphor is also an abstract and explicit concept of life. In the theory, he emphasizes that metaphor is the nature of language, which words or other linguistic expressions come from the more concrete conceptual domain. Metaphor is a figure of speech which implies a comparison of two different entities, as distinguished from simile, an explicit comparison model

by the word “like” or “as”. There is the most common definition of metaphor in the study. Lakoff and Johnson (1980:53) state that metaphors can be found in our daily life. The concept of metaphor includes these three things: firstly, metaphor is a property of words in linguistics aspect; secondly, metaphor is useful for artistic purpose, for example like a poem; lastly, metaphor is a figure of speech which is used for special effect and part of everyday human communication.

Furthermore, Richard (1936:93-96) states that metaphor is a comparison to examine similar meaning in one object to another object to make a comparison. Discussing metaphor is discussing the use of language that explains something that does not refer to the originally referred to or to its literal meaning to point similarity or connect two comparable things (Knowles & Moon, 2006). Cruse (2000) states a similar definition which suggests that metaphors are the use of one word or phrase to refer to something different from its literal meaning. A metaphor occurs when a word is used to refer to an object, concept, process, quality, relationship or world to which it does not conventionally refer. For example, “Thank you for visiting my hut.” It does not literally mean that his place or home is a hut that settled in the middle of a field. The listeners have to understand this sentence using their imagination that the speaker wants to be humble or low profile to call his home. A hut in this sentence is a metaphor. The idea of a hut is not the same as its literal meaning which describes that a hut is a place that settled on a farm as a place to rest for farmers after working.

The word metaphor is generally used by many researchers to analyze a kind of language and literature field. Today, some researchers have analyzed metaphor

in the magazine, newspaper, advertisement, etc. A few of studies have investigated the metaphor on the other literary work in the field of semantics because of this theory we can learn the meaning of the word in fact that every utterance conveyed by people sometimes contains hidden meaning, just like in imagery, or metaphor as a part of figurative language which is common and widely used. An example of the study was reported by Krisnawati (2014) under the title *Metaphors in Indonesian Soccer News*. This article discussed a cognitive view on metaphors found in Indonesian soccer news published in two Indonesian newspapers through conceptual metaphor theory, which maps the source domain to the target domain. The writer used the theory by Lakoff and Johnson (1980) that conceptual metaphors mean the domain of concept A is the domain of concept B. The method employed to identify metaphorical linguistic expressions in the data sources was MIPVU (Metaphor Identification Procedure Vrije Universitet) developed by Steen et al. (2010). The results revealed that metaphorically, the game of soccer perceived goals as gold and crops, and the games themselves were hunting. The metaphorical linguistic expressions discovered in Indonesian soccer news had uttered some conceptual metaphors that stood in our thought. The main purpose of the game, which was to score goals, had brought the concept of goals as gold and as crops. Both gold and crops were necessary for miners and growers in such a way that goals were the key for soccer players or soccer teams. With regard to the games of soccer, the games were conceptualized as hunting and the goals served as the hunted.

Moreover, there was one more similar research which was conducted by Reni (2017) with the title of this metaphor study in the advertisement: *A Case Study*

of *ASEAN Tourism Destination*. The type of research used was a descriptive method with a qualitative approach. The data source in this study was obtained from the slogan of the ASEAN tourism destination advertisement. Data analysis was collected and analyzed using a metaphor aspect in this research. To analyzed this research, the researcher used a type of metaphor like verbal metaphors, pictorial or visual metaphors, and verbo-pictorial metaphors in the slogan of ASEAN tourism destination advertisement. The research focused on language (written text), visual image (photo, hand or computer drew an image or digital animation) and both of them, which were contained in the slogan. Unfortunately, her research did not provide a clear explanation of the meaning found in the described advertisement. Moreover, she did not explain the analysis found appropriately to answer the formulation of the problems.

After analyzing all the previous researches presented above, in this matter, the researcher found an analysis which was conducted by Puspasari. In this study, the researcher analyzed car advertisement in a car brochure. This analysis was very interesting since the researcher used the theory by Danessi (2004) to analyzed metaphor in slogans and Kovecses (2010) theory to analyzed metaphor which can be arranged into the formula A is B, where target domain (A) is understood through a source domain (B). The source domain was the conceptual domain from which we draw metaphorical expression to understand another conceptual domain. This research is entitled *An Analysis of Metaphors in Car Advertisements*. The researcher analyzed the metaphors of slogans in car brochures. The objective of conducting this research was to identify the metaphorical phrases of SUV car advertisement

slogans, to detected the meaning of the metaphorical phrases in SUV car advertisement slogans, and to examined the target audiences of these metaphorical phrases in SUV car advertisement slogans. The researcher used the descriptive method in analyzing the slogans in car brochures. The result of the analysis showed that from nineteen slogans that were collected by the researcher, nine slogans included metaphors and ontological, whereas ten slogans used personification ontological metaphors. Based on the analysis, each metaphorical expression had its own meaning based on its target audiences. Currently, the researcher concluded that there was still incompleteness. This research had inconsistencies in analyzing the data and some weaknesses in reporting the research results.

Therefore, by this study, the researcher has a space of the study for analyzing metaphor by identifying metaphor in different analyses using the theories by Forceville (1996) and Knowles and Moon (2006) to know the explicit meaning in slogan advertisement. Moreover, after looking at some previous researches, there is one type of advertising research object that has not been used as the data source which is a cosmetic advertisement. By analyzing metaphor in new types that have not been analyzed yet, by choosing targeted cosmetic advertisement the researcher can cover these gaps by analyzing the metaphor of the text in slogan of cosmetic advertisement.

Sometimes in making an advertisement, the producer tries to convey a message to the consumer in the form of a meaningful symbol. The language is used as a communication tool in advertising such as pictures, colors, and sounds. Symbol form is the language used as a communication tool in advertising which has its own

meaning. Some people may not understand the meaning of the ad immediately that the advertising language tends to be unique, always be short, and always creates new words. The slogan of cosmetic advertisement is puzzling. There is an implicit message hidden inside it. Thus, the researcher wants to reveal what the meaning behind the ads is. Therefore, the researcher has a goal to know what kind of metaphors used in the slogan of cosmetic advertisement and the differences of the metaphor used in each cosmetic advertisement.

In addition, remember the importance of using metaphor in the advertisement so that using metaphors can be analyzed for the development of this theory. The word metaphor is generally used by many researchers to analyze a type of language in the linguistic or literature area. A lot of researchers have already analyzed metaphors in magazines, newspapers, advertisement, etc. It can be discovered in the form of analysis, journal research (Rossa, 2009; Rios, 2007; Yu, 2009; Czerpa, 2006), undergraduate thesis (Yalcinkaya, 2012; Anderson, 1998) and dissertation (Famelart, 2010). In another case, the writer informs that some other researchers have found metaphors in literary works like poetry and novel (Freeman, 2007; Semino and Steen, 2008; Hogan, 2003). Confronted with this, the writer knows some information about metaphor and the idea obtained from those previous researches. The writer finds the idea that metaphor has been recommended in the analysis of the text, especially in the advertisement. The metaphor has a great impact on text because metaphor makes every text becomes artistic and unique. So, the writer chooses metaphor as the focus of her research. Generally, this analysis for describing the importance of using metaphor in the advertisement. Especially,

2.7.2.1 Comparison Theory

Comparison theory was initiated by Aristotle in the fourth century AD. According to Aristotle, the metaphor is a very effective means of thinking to understand an abstract concept, which is done by means of expanding the meaning of those concepts by way of comparing it with another concept that is already understood. Through comparison that happens, the transfer of meanings of a concept that is already understood to abstract concepts. These limits are usually expressed with the formula "A is B in the context of X, Y, Z." For example, in the metaphor of the "teacher is the sun of the nation," the function "the sun" as the giver of light and warmth moved to teachers. This transfer turns the "teacher" to "giver of light and the warmth" to the nation. By Aristotle, linguistic expressions resulting from the metaphor as a means to think it is referred to as stylistics. Ortony states that for Aristotle, the primary function of metaphor is as rhetorical ornamentation or stylistics, particularly the Major (Ortony, 1993:3).

The comparison theory is supported by Larson who emphasizes that as with simile, metaphor is a figurative expression based on the comparison (Larson, 1998:271). In his book, Larson confirms that metaphor and simile are grammatical forms that represent the two propositions in semantics structure. A proposition consists of a topic and a description of that topic. In the phrase "the teacher is the sun of the nation," "teacher" is a topic and "is the sun of the nation" is the explanation. The relationship between both of these propositions is a comparison contained in the description section. That explanation reveals likeness or similarities point to a particular show. Through the example above, the part of the

the realm of pragmatics, not semantics. A metaphor meaning is determined by the literal meaning of the words or phrase that shaped them, and how the meaning is used. So, the metaphor does not have special meaning. Searle in his book also rejects the concept of change in meaning on the topic due to the transfer of meaning from images, or due to the interaction between vehicle and tenor (Searle, 1981:76-103). According to Searle, in the metaphor, there is absolutely no change in meaning. Searle admits that metaphorical expressions meaning is different from the literal meaning of words or the sentence constituting. But it is not caused by the change in the meaning of lexical elements, but rather because the speaker intends to disclose the other meaning through words or sentences.

2.7.2.4 Cognitive Theory

The study area of the metaphor that used to refer to the figurative phrase began to change since Lakoff and Johnson Metaphors published *We Live By* in 1980. In this book, they affirmed that the metaphor is not only used in literature but in everyday life. According to them, "metaphors are pervasive in our ordinary everyday way of thinking, speaking, and acting." It is the opinion of their rejection against the general opinion in conventional linguistics that the metaphorical phrase is an alternative for the literal utterance. They oppose Grice's assumption that someone will try to give precedence to the literal interpretation if he heard a sentence. According to Lakoff and Johnson, the assumption creates a correct impression just because of language users do not realize that many regular expressions they use are actually based on the metaphorical structure.

According to Ortony, the main principle in Lakoff and Johnson's cognitive theory is that a metaphor occurs in the level of thinking process (Ortony, 1993:208-209). The metaphor connects two conceptual realms which are called as the source domain and the target domain. The source domain consists of a set of entities, attributes or processes that connected literally, and semantically connected and stored in mind. The target domain tends to be more abstract and follows the structure of the source domain which is owned through ontological mapping. This mapping is called a conceptual metaphor.

2.7.2.5 Metaphor Identification Procedure (MIP)

Understanding of the definition, components, and the type of metaphor yet guarantee the ability to identify the existence of the Majo in the discourse, especially when the discourse is analyzing corpus. Krennmayr in the book asserts that the approach of "I-know-it-when-I-see-it" or intuitive cannot be expected to produce an accurate metaphor identification (Krennmayr, 2011:15-16). Therefore, it takes a measurable procedure. To answer this, Praggeljaz composes a group of Metaphor Identification Procedure (MIP), which is designed specifically for the researchers to recognize a metaphor in the spoken and written language. These 17 procedures aim to determine whether a particular lexical unit in discourse acts as a metaphor to look at the relationship of the lexical units in the discourse. Because many words that serve as a metaphor in a different context, to apply the MIP needed the ability to differentiate words that convey the meaning of the metaphorical and which are not. In detail, the Praggeljaz group (2007) formulate MIP as follows.

some resemblance or make a connection between the two things." We can define that the metaphor is the use of language to represent something other than what it should be applied or literally is to show some similarities and the link between both (Knowles and Moon, 2006:3). Metaphor is also a non-literal or figurative reveals a comparison between two things implicitly (Knowles and Moon, 2006:6). Knowles and Moon also state that there are two types of metaphor: the creative metaphor and the conventional metaphor.

1. The creative metaphor is a metaphor used by the author or speaker to express ideas and feelings into writing so that the text can be easily understood by the reader. This metaphor displays an expression based on the new realities and is usually found in literary works.

2. The conventional metaphor is a metaphor that no longer new and this kind of metaphor has lost its character as a metaphor because the metaphor is often used and then put into everyday vocabulary. A conventional metaphor is often referred to as a dead metaphor (Knowles and Moon, 2006:6). Based on the theory of Knowles and Moon, there are three things that need to be noticed to analyze the metaphor, i.e.:

- a. metaphorical word or phrase.
- b. the meaning of the metaphor.
- c. connection or relationship between the two compared.

In analyzing metaphors required three components, namely metaphor (vehicle), meaning (topic), and connection (grounds).

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human beings eats. Furthermore, nutrition has a literal meaning namely the process by which living things receive the necessary food for them to be healthy. So, it can be concluded that superfood is something that is very well received for the skin and makes the skin healthy. Thus, it can be interpreted that both have similarities, that is, to receive or obtain something.

The type of metaphor contained in the text above is a classic metaphor because the metaphor is used by advertising writers or speakers to express an idea and feeling into writing. This metaphor is a metaphor that displays a new expression based on existing reality and usually found in literary works.

Based on the identification and analysis of data 6, it can be concluded that in the data there is a metaphor of the word superfood; the word super lexically has excellent meaning or of high grade and quality while the word food means the things that human being eats. So, it can be concluded that superfood is something that is very well received for the skin and makes the skin healthy, yet in this context, the superfood is used to emphasize a product that is The Body Shop masks that provide good and healthy results for the skin. Whereas, the metaphor meaning in this data is nutrition which has a lexical meaning the process by which living things receive the necessary food for them to be healthy. Then, the related meaning between superfood and nutrition is to receive or get something. The purpose of the word superfood in the advertisement's headline is to provide an understanding to the reader that The Body Shops masks products can provide excellent skin health and make the skin healthy because of the natural ingredients in the mask content. Type metaphor based on data 6 is a creative metaphor.

Connection/Ground : To move and organize (things) into a particular order or position.

The relationship of meaning between the game and arrange is the game that has the meaning of the word form of plays with rules. Meanwhile, arrange means to move and organize (things) into a particular order or position. Thus, both of them still have interconnectedness that is safe, both are related to activities or verbs. The type of metaphor used in the text above is a conventional metaphor where the word used is no longer new and has often been used and then included in daily activities.

Based on the identification and analysis above, it can be concluded that in this data there is a metaphor that the word game lexically has the meaning of the form of plays with rules, but in this context, the word serves as an emphasis on An eyebrow product to describe the use of the product. The meaning of metaphor in the data above is arranged that has the meaning to move and organize (things) into a particular order or position.

The purpose of the use of the word game in the advertising slogan is to explain that using Maybelline products such as concealer and brow mascara, we can form the eyebrows we want. We also know where a game is a game that has rules. While the use of the word games on the slogan is aimed at playing us to play or set our eyebrows with our own rules to use the product. So we can arrange our eyebrows according to what we want. The slogan is also explained how to use the product range of eyebrow we can also use it properly and correctly. Then, the type

The relationship of meaning between fiery and brave is fiery has the meaning of having a production fire or showing a lot of strong and angry emotion. While Brave is feeling or showing no fear like not afraid and willing to do things that are dangerous or painful. Based on the definition above and the understanding of the author can be concluded both have a relationship that is a process that either has or made a great strength. The type of metaphor used in the text above is a creative metaphor where the word used is no longer new and this type of metaphor has lost its nature as a metaphor since this metaphor is often used and then Included in everyday vocabulary.

Based on the identification and analysis above, it can be concluded that in data 9 there is a metaphor that the word fiery lexical meaning having a production fire or showing a lot of strong and angry emotion. Usually, the word fiery is often used to declare the term in humans is an adjective, but in this context is used to emphasize the red lipstick products and sold in Sephora. The word fiery itself has the meaning of having a production fire or showing a lot of strong and angry emotion. While Brave is feeling or showing no fear like not afraid and willing to do things that are dangerous or painful. The meaning of the metaphor in the data above is brave, while the interconnectedness of meaning between fiery and brave is where both are a process that either has or makes a powerful force.

The purpose of using the word fiery in Sephora's lipstick product slogan is to give the reader an understanding that the red-colored lipstick product is the best seller in Sephora and make a bold or confident impression when Using makeup.

The Body Shop Series "Drops of Youth" slogan consists of some element from type of Verbo-pictorial. There are two subjects represent the use of category Verbo-Pictorial in an advertisement by slogan "Drops of Youth". Based on the data the researcher found that the slogan contained about "text" and "Picture" in slogan from The Body Shop series "Drops of Youth" slogan contained about "text" and "picture" in that slogan.

The slogan of the Body Shop is one of the examples of VP. VP is used to promote with different subject in slogan. In Data 4 represents that are two subjects of the Body Shop series "Drops of Youth"

The Body Shop Series "Drops of Youth" really show that it has a different subject in slogan promotion. The subject is a picture of a wide range of products The body shop as sample skincare and the last subject is text inside the slogan there are many texts that explain about some products that are sold. But broadly, the text "Drops of Youth" is more dominant on the slogan of the Body Shop series. There are many pictures of this product with green color which implies the meaning of a natural or more to return to the natural. The Body Shop Series "Drops of Youth" also claim that their products are made by natural vegetation ingredients.

In relation between text and image can be concluded that the meaning of the text "Drops of youth" into a symbol for the product can help to make our skin become healthy, while the image in the slogan aims to influence buyers to buy the product. Moreover, it can be interpreted that the product the Body Shop "Drops of Youth" is a natural product made from natural herbs that if we use such products

of Verbo-pictorial. There are two subjects represent the use of category Verbo-Pictorial in an advertisement by slogan "Superfood makes for your face". Based on the data the researcher found that the slogan contained about "text" and "Picture" in slogan from The Body Shop series "Superfood makes for Your face" slogan contained about "text" and "picture" in that slogan.

The slogan of the Body Shop is one of the examples of VP. VP is used to promote with different subject in slogan. In Data 4 represents that are two subjects of the Body Shop series masks "Superfood makes for your face"

The Body Shop Series "Superfood makes for your face" really show that has a different subject in slogan promotion. The subject is a picture of a wide range of products The body shop as sample skincare and the last subject is text inside the slogan there are many texts that explain about some products that are sold. But broadly, the text "Superfood makes for your face" is more dominant on the slogan of the Body Shop series. There are many pictures in that product which are showed some natural ingredients, ingredients, or plants which are used in manufacture. The Body Shop Series "Superfood makes for your face" also claim that their product is a product that can nourish the skin based on what the skin needs. In relation between text and image can be concluded that the meaning of the text "Superfood makes for your face" into a symbol for the product can help to make our skin more nutritious or awake from the ingredients in the masks The.

metaphor' itself is also in the big amount in slogan of cosmetic advertisement which is equal to 85 % or 9 slogans of the whole data of slogans. They are The Body Shop, Wardah, Estee Lauder, Clinique, Maybelline, Revlon, M.A.C. On the contrary, 'Verbal Metaphor' is produced in 2 slogans or 15 % in slogan cosmetic advertisement. They are The Body Shop and Sephora. It can be concluded that slogan cosmetic advertisement is the majority used type of 'conventional metaphor to promote product cosmetic in the advertisement.

The last finding that slogan cosmetic advertisement more frequently follows type of verbo-pictorial metaphor rather than verbal metaphor and pictorial metaphor. In fact, there is no one of slogan cosmetic advertisement used a type of pictorial metaphor to convey a message about the cosmetic product in the slogan. Even though, the type of verbal metaphor also becomes the minority in the slogan cosmetic advertisement. As the first element analyzed, type of metaphor in advertisement indicates the various ways to produce interest promotion in slogans. Slogan is an important part of the promotion. Especially, slogan becomes the selling power to promote product cosmetic. Therefore, slogan must have special content to interest the reader.

Generally, 'Verbo-Pictorial' is commonly used in a cosmetic advertisement slogan. Among some type of metaphor in an advertisement, 'Verbo-Pictorial' becomes an effective type to promote slogan in the cosmetic advertisement. Verbo-Pictorial is one of type metaphor which is more frequently used by a slogan in cosmetic advertisement. (Anderson, 1998: 40) categorized Verbo-pictorial metaphors have pair text and images, thus making the metaphor clearer to the

viewer by giving them both images and written words. Slogan tourism of cosmetic advertisement is commonly used both the picture and the text to promote product cosmetic advertisement in slogan. As evident, slogan has the picture to accompany text and make it clearer to convey the meaning of the text for the reader.

Moreover, considering the result of type of metaphor in advertisement, the common type in slogan cosmetic advertisement is 'verbo-pictorial'. The use of 'verbal-pictorial' itself is also in the big amount in slogan of cosmetic advertisement which is equal to 85 % or 9 slogans of the whole data of slogans. They are the body shop, Maybelline, Revlon, M.A.C. On the contrary, 'verbal metaphor' is produced in 2 slogans or 15 % in slogan cosmetic advertisement. They are Maybelline and AVON. It can be deduced that slogan cosmetic advertisement is the majority used type of 'verbo-pictorial' to promote product cosmetic in advertisement.

effective and efficient, the purpose more clearly to the reader so as not to make ambiguity, as the Advertiser wants. In addition, Forceville (2008: 272-310) noted that there are three types of metaphor in the advertisement. They are a verbal metaphor, and pictorial metaphor, and verbo-pictorial metaphor. In evaluating a type of metaphor usage in advertisement, it is noted that verbo-pictorial metaphor is the most effective way to promote cosmetic products in slogan. Verbo-pictorial metaphors are contained both the text and the picture in slogan, which is interrelated to supports each other in slogan. This type is commonly used in slogan cosmetic advertisements. For the reason, verbo-pictorial makes the reader easy to get the message of the meaning in content of slogan. Whereas, verbal metaphor becomes the few amounts in the cosmetic advertisement program. Verbal metaphor has only contained the text to convey the message in slogan. Verbal metaphor is not an effective way to become the tool in content of slogan because the text is not accompanied with the picture to make the reader interest. Besides, type of pictorial metaphor is not used in all slogan of cosmetic advertisement. The type has only contained the picture, which is become the only subject to convey a message for promoting products. It becomes the reason why the slogan cosmetic advertisement has not used this type. Related to the second research findings, the total amount of the entire data is 11 slogans cosmetic advertisement. Those are divided into two, 2 slogans include type of verbal metaphor and 9 slogans include type of verbal-metaphor. Among 11 slogans of cosmetic advertisement, 9 slogans are regarded as type of verbo-pictorial. It means 81,8 %. The 9 slogans of cosmetic advertisement

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