# AN ANALYSIS OF METAPHOR IN COSMETICS ADVERTISEMENT SLOGAN

# **THESIS**



BY: TIARA OKTAVIANI REG. NUMBER: A73215077

ENGLISH DEPARTMENT

FACULTY OF ARTS AND HUMANITIES

UIN SUNAN AMPEL SURABAYA

2019

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I am the undersigned below:

Name : Tiara Oktaviani

Reg. Number: A73215077

Department : English Department

Faculty : Arts and Humanities

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The writer,

Tiara Oktaviani

# **APPROVAL SHEET**

# AN ANALYSIS METAPHOR'S IN COSMETICS ADVERTISEMENT SLOGAN

by

TIARA OKTAVIANI

Reg. Number: A73215077

Approved to be examined by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya

Surabaya, September 12th, 2019

Raudlotul Jannah, M.App. Ling

NIP: 197810062005012

Acknowledged by:

Dr. Wahju Kusumajanti, M.Hum

NIP: 197002051999032002

#### **EXAMINER SHEET**

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, State Islamic University Sunan Ampel Surabaya, on September 18<sup>th</sup>, 2019

The Board of Examiners are:

Examiner 1

Examiner 2

Raudlotul Jannah, M. App. Ling

Dr. Mohammad Kurjum, M.Ag

NIP: 197810062005012004

NIP: 196909251994031002

Examiner 3

Examiner 4

Dr. A. Dzo'ul Milal, M. Pd.

NIP: 196005152000031002

Murni Fidiyanti, M.A.

NIP: 198305302011012011

Acknowledged by:

The Dean of Faculty Arts and Humanities

UIN Sunan Ampel Surabaya

Dr. H. Agus Aditoni, M,Ag.

NIP: 196210021992031001



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Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300 E-Mail: perpus@uinsby.ac.id

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#### **ABSTRACT**

Oktaviani, Tiara (2019). An Analysis of Metaphor in Cosmetic Advertisement Slogan. English Department, UIN Sunan Ampel Surabaya. Advisor: Raudlotul Jannah, M. App. Ling

Keywords: Metaphor, Advertisement, Slogan.

This research presents an analysis part of analysis semantic, namely is Metaphor. This research using two theory metaphor by *Forceville* and *Knowles and Moon* to know the explicit meaning in slogan advertisement. This research analyzing metaphor in new types of cosmetic advertisements.

In this research, the researcher applied descriptive-qualitative approach which can be useful to describe part of metaphors by cosmetic advertisements. The data of this research are the cosmetic advertisement slogan in official website or social media. To answer the problems of metaphor, the researcher answered by using theories metaphor. This research using two theory metaphor by *Forceville* and *Knowles and Moon* to know the type of metaphor use in slogan cosmetic advertisement and the meaning. This research focused on cosmetic advertising products using English in the slogan. In this study, the cosmetic advertisement analyzed from the official website or from their official social media as referring to cosmetics as a substance placed on the face such as lipstick, facial foam, eyeliner, mascara, facial powder, etc.

As a result, This analysis will base on some cosmetic advertisements of the local brand and international brand. The types of metaphors contained in the 11 data that have been in the analysis are 9 data containing conventional metaphor, verbo-pictorial metaphor, 2 data containing type of creative metaphor and verbal metaphor. Then from the data the researcher knows that in society many people who are affected by advertising products, without them aware of the use of words or languages made by advertiser and some beautiful models who used in advertising make buyers more interested. On the other hand, advertisement can have an effect on people to buy this product. The target of the advertisers themselves make his product more selling to achieve a target that they want.

#### **ABSTRAK**

Oktaviani, Tiara (2019). *Analisis Metafora di Slogan Iklan Kosmetik*. English Department, UIN Sunan Ampel Surabaya. Advisor: Raudlotul Jannah, M. App. Ling Keywords: Metafora, Iklan, Slogan.

Penelitian ini menyajikan tentang analisis semantik, yaitu metafora. Penelitian ini menggunakan dua teori metafora menurut *Forceville* dan *Knowles dan Moon* untuk mengetahui makna tersembunyi di dalam slogan iklan. Penelitian ini menggunakan analisa metafora dengan menggunakan iklan kosmetik untuk dianalisa.

Dalam penelitian ini, peneliti menerapkan pendekatan deskriptif-kualitatif yang dapat berguna untuk mendeskripsikan tentang metafora melalui iklan kosmetik. Data dari penelitian ini adalah slogan iklan kosmetik di situs resmi atau media sosial. Untuk menjawab masalah metafora, peneliti menjawab dengan menggunakan teori metafora. Penelitian ini menggunakan dua teori metafora oleh *Forceville dan Knowles and Moon* untuk mengetahui makna dan jenis metafora yang digunakan dalam slogan iklan kosmetik. Penelitian ini difokuskan pada produk periklanan kosmetik menggunakan bahasa Inggris dalam slogannya. Dalam studi ini, iklan kosmetik dianalisis dari situs resmi atau dari media sosial resmi mereka dan mengacu pada kosmetik yang ditempatkan pada wajah seperti lipstik, sabun muka, eyeliner, maskara, bedak wajah, dll.

Sebagai hasil analisa ini, analisis ini akan mendasarkan pada beberapa iklan kosmetik merek lokal dan merek luar negeri. Jenis metafora yang terkandung dalam 11 data yang telah di analisis adalah 9 data yang berisi metafora konvensional dan verbo-Pictorial metafora, 2 data yang mengandung jenis metafora kreatif dan metafora verbal. Kemudian dari data ini peneliti tahu bahwa dalam masyarakat banyak orang yang dipengaruhi oleh produk iklan, tanpa mereka menyadari penggunaan kata atau bahasa yang dibuat oleh pengiklan dan beberapa model yang indah yang digunakan dalam iklan membuat pembeli lebih tertarik. Di sisi lain, iklan dapat memiliki efek pada orang untuk membeli produk ini. Target pengiklan sendiri membuat produknya lebih menjual untuk mencapai target yang mereka inginkan.

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#### **CHAPTER I**

#### INTRODUCTION

# 1.1 Background of the Study

Humans use their creativity to produce language which involves the ability to utter and understand the meaning of the language itself. This essence has important roles especially to communicate and deliver information to other people in society because they cannot ask and give people information without language and miscommunication can occur among each other. Moreover, language is a systematic way of using words so that people can share information and show their emotions, ideas, feelings, experiences, and knowledge efficiently. Thus, language is an important aspect of human life.

Language is purposed for communication, discussion, and to get information. Fernandez and Cairns (2010: 26-27) state that all languages are deeply similar even though thousands of languages are spoken in the world now, thousands of those have been spoken in the past, and still, thousand more will be spoken in the future. The statement above is true that all language is the same. The grammar and spelling are just a different structure. Therefore, it is important to use the language correctly. Especially when they need to understand the meaning of the context.

According to Charles W. Kreidler (1998:3), semantics is the systematic study of meaning and linguistic semantics is the study of how languages organize and express meanings. It means that meaning in linguistic semantic is very

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,

this analysis wants to explain the explicit meaning and function of metaphor in different slogan cosmetic advertisement in online media or websites.

This research is not focused on all advertisements, but only on some of the ad slogans. Research on the slogan is intended to find out the metaphorical expressions used in cosmetics ads because of the author's interest since it is against advertising slogans that have explicit language and unique. The researcher chooses cosmetic advertisement as the research object for several reasons. Cosmetic advertising is one of the objects that can express human feelings. Everyone, mainly woman, believes that many people in this world are familiar with cosmetic advertisement. This analysis will base on some cosmetic advertisements of the local brand and international brand. This research will focus on cosmetic advertising products using English in the slogan. In this study, the cosmetic advertisement will be analyzed from the official website or from their official social media account as referring to cosmetics as a substance placed on the face such as lipstick, facial foam, eyeliner, mascara, facial powder, etc.

# 1.2. problems of the study

Based on the background of the study, the following problems of the study are formulated below:

- 1. What are the metaphors which are applied in the cosmetic advertisement?
- 2. What are the common types of metaphor used in a cosmetic advertisement?
- 3. How does the effect of the cosmetic advertisement in society?

# 1.3. Objectives of the Study

Based on the problems above, the objectives of this study are:

- 1. To describe the metaphors in the cosmetic advertisement.
- 2. To identify the types of metaphor used in the cosmetic advertisement.
- 3. To describe the effect of the cosmetic advertisement in society.

# 1.4. Significance of the Study

This research contributes both theoretical and practical in the study of linguistics, especially in the metaphor analysis since this research aims to know the explicit message in the meaning of the cosmetic advertisement slogan. Besides that, this study also analyzes and describes the interpretation of the words. The researcher is focused on metaphor aspect of the slogan to analyze the cosmetic advertisement. Cosmetic advertising is one of the objects that can express human feelings. Thus, this recent study is for readers, especially for women. For the specific aim, the researcher hopes that this research can show the reader about metaphor analysis by using the metaphor theory by Knowles and Moon (2006). In addition, the type of advertisement can be understood by the readers like verbal metaphors, pictorial or visual metaphors, and verbo-pictorial metaphors in a cosmetic advertisement slogan. Sometimes, people still do not know the meaning in the cosmetic advertisement, thus in here, the readers can be guided to understand how to show and identify the meaning and the messages that are found in the cosmetic advertisement using the theory from Knowles and Moon. The researcher hopes the readers can understand more about metaphor analysis.

# 1.5. Scope and Limitation

This study is expected to contribute toward linguistics area. This research is conducted in two major analysis. The researcher also creates two different focuses. Firstly, types of metaphor in the advertisement are analyzed by taking the slogan of cosmetic advertisement in different brands. They are investigated using Forceville's theory, which explains the types of metaphors in the advertisement. Secondly, for metaphor analysis, the researcher uses the theory by Knowles and Moon (2006). The data is taken from a sentence in the cosmetic advertisement slogan. In addition, the cosmetic video promotion is also taken as the data to support the analysis The researcher collects the data and sets the limitation with the result of 10 cosmetic advertisements in the official website or from their official social media account which use English slogan.

# 1.7. Definition of Key Terms

The writer gives some definitions of the key terms to make the meaning clearer and to avoid misunderstanding.

- 1. Metaphor is a two different entities that reveal a comparison between two things implicitly, also abstract. (Knowles and Moon 2006:5).
- Meaning is the sense or thought content with which a word or expression is intended to convey, the mental image formed in the consciousness of the hearer of an utterance or of the reader of a written word or phrase (Pei and Gaynor, 1954:133).

- The slogan is a long-term headline that becomes a memorable phrase or a motto, which is a key element in advertising strategies (Ferris, 2014; Kremarova, 2008).
- 4. Advertisement is the non-personal communication information usually paid for and usually in nature about a product, service, and idea by identified sponsors through the various media (Bovee 1986:5).



#### **CHAPTER II**

#### THEORETICAL FRAMEWORK

#### 2.1 Advertisement

Advertising is the efforts made by employers or companies to promote the product they create to interact with the buyers to buy products. Sudiana (1986) argues that advertising is a form of communication consisting of the information and the idea of a product aimed at by simultaneously seeking a good. Advertising is a communication between the producer and the consumer by using a mass media, magazine, or other mass media which has the ability to reach out to potential buyers or users of a product in large numbers by using a persuasive message.

Many people being affected by advertising before eventually decide to buy or use a product. Generally, by preaching and admitting the products in an attractive way. The purpose of businessmen to make advertisements is to increase the company to get corporate profits, whether it is done by marketing through a communication or sending a message for consumers. According to Winardi (1992), the processes of communication needed only four elements: (1) the news, (2) a source of, (3) a communication channel.

# 2.2 Slogan

According to Foster (2010: 2-23), the main function of the slogan is to convey the key brand message in the mind of the target and to give the message that the company pretends to transmit for the target audience. The slogan is usually a brief and easy memorable statement that is connected with the product. The ability of

slogan, as well relevant to communicate the function, leads us to consider it as strategic elements. Slogans are used as part of marketing activity to describe consumer attention and enhance consumer memory of the brand. In addition, there are some characteristics of the slogans in the advertisement:

- It should be memorable
- It should recall the brand name
- It should include a key benefit
- It should impart positive feelings for the brand
- It should reflect the brand's personality
- It should be strategic
- It should be competitive
- It should be simple

# 2.3 Semantic

The researcher believes that semantics is a part of linguistics. Semantics is one of the branches of linguistics which studies the meaning of language. According to Charles W. Kreidler (1998:3), semantics is the systematic study of meaning and linguistic semantic is the study of how languages organize and express meanings. It means that meaning in linguistic semantics is very needed for us to limit ourselves to the expression of meanings in a single language. Izuru states about semantics as "part of language historically and psychologies studying the meaning of the word, morpheme meaning, and meaningful change" (Izuru, 1973:166). According to his book, he states that semantics is knowledge to studying about meaning from word,

phrase, and sentence. Himejima argues, if we see meaning objectively and physically, there are many dissimilarities and dissonant. Based on that condition, it is better to see meaning subjectively. This is because word and sentence is a form used by a human being in life and each individual will express different meanings between one and the other (Himejima, 1991:3).

#### 2.4 Figure of Speech

The figure of speech is the unusual way of uttering something which can be said that the speaker intentionally refers to another meaning from one thing (Perrine, 1974: 49). The figure of speech is used to show that there is implied meaning or to emphasize the meaning of an utterance more than the real utterance. According to Perrine and Arp, there are several causes about the importance of the figure of speech of figurative language as Perrine and Arp said. First, the figure of speech induces people imagination. Imagination is the ability of the mind to jump from one point to another, just like when someone leaps up from the bottom right into the top of the stair.

Second, figurative language brings imagery additionally, where the abstract becomes more concrete, and making more pleasure for the sense in poetry. Third, the figure of speech is a way of increasing the emotional intensity to otherwise only informative statements and of conveying attitudes along with information. Fourth, the figure of speech is a tool of focusing and method of saying much in short statement. Perrine's principle classifies the category of the figure of speech into

twelve: metaphor, simile, personification, synecdoche, metonymy, symbol, allegory, hyperbole, apostrophe, paradox, understatement, and irony.

# 2.5 Language Style

According to Gorys Keraf (1983), language style can be limited as a way to express thoughts through language. Typically showing the soul and the personality of the author (user language). The metaphor is included in comparison language style. A metaphor is comparing language style an object with other objects that both have the same properties.

# 2.6 Types of Figurative Language

Based on Kennedy (1983: 481), figurative language consists of comparative, contradictive, and correlative. Comparative language consists of Personification, Metaphor, and Simile. Contradictive figurative language consists of Hyperbole, litotes, Paradox, and Irony. Correlative figurative language consists of Metonymy, Synecdoche, Symbol, Allusion, and Ellipsis.

# 2.6.1 Comparative Figurative Language

Comparative figurative language consists of Personification, Metaphor, and Simile.

# 1) Personification

According to Kennedy (1983: 487) Personification is a figure of speech in which a thing, an animal, or an abstract term (truth or nature) is made human. Personification gives human characteristics to inanimate objects, animals, or ideas. For example: *The sun played hide and seek with the clouds*.

The meaning of the statement describes the sun and the sky is played as human does. The word "played" has a connotative meaning.

#### 2) Metaphor

According to Kennedy (1983: 482), Metaphor is a statement that one thing is something else, which in a literal sense, it is not. It does not use connective words such as like or as. It means that metaphor only makes sense when the similarities between the two things become apparent or someone understands the connection.

For example: *He has a heart of stone*.

The meaning of heart of stone is the man cannot accept opinion from others because his heart is hard like a stone.

# 3) Simile

According to Kennedy (1983: 491), Simile is comparison of two things, indicated by some connective, usually like, as, than or verb such as resembles. Generally, a simile is defined as a type of figurative language that used to explain the resemblance of two objects (in shape, color, characteristic, etc).

For example: As easy as shooting fish in a barrel.

The example is doing something that people think is hard but he makes it is very easy and simple.

# 2.7 Metaphor

# 2.7.1 Definition Metaphor

The metaphor comes from the Greece of "meta" which means above and "pherein" which means to redirect or move. Classe in his book explains that the metaphor is the transfer of imagery, meaning, or the quality of a phrase

to an expression (Classe, 2000: 941). In metaphor, the comparison is implied (Perrine, 1974:49). The implication directly addresses what being compared to without using of comparison such as like, as, similar to. Like simile, metaphors add an extension of being compared or emphasize the character of the thing. Perrine quotes an example from Shakespeare's poem, "Merry larks are ploughmen's clock" (Perrine, 1974:11). Here, he identifies larks with clocks. By using a metaphor, the speaker can transfer the qualities and associations of one object to another in order to make the latter more vivid in the addressee's mind.

So, a metaphor states something which is something else. For example: Your diamond eyes amaze me (The comparison is between eyes with a diamond without using comparative words). Love is blind (the association of blind becomes a metaphor for love, and still without using any comparative words) (Perrine 1969: 49)

# 2.7.2 The Theory of Metaphor

According to Picken, metaphor is a major study topic in various disciplines, mainly linguistics, literary theory, philosophy, and psychology. The concept of metaphor, including the definition of very diverse (Picken, 1988:108). Up to now, there are four theories of metaphor which express the metaphor with a variety of viewpoints and a perspective of translation.

# 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

explanation discloses similarities between "teachers" and "sun" as the giver of light and warmth.

# 2.7.2.2 The Theory of Interaction

Richard rejects the view that the metaphor is used specifically only in literary works. Richards states that the metaphor is something special and used only by those gifted as ornament rhetorical (Richards, 1936:90). Richards also emphasizes that metaphor is a cognitive process which is conducted to understand a foreign idea (vehicle) through the interaction with other ideas which have better known literal meaning (tenor), not through the transfer of meaning. New ideas generated through the interaction of vehicle and tenor called ground (Richards, 1936:93-96).

After that, Black develops the theory of the interaction of Richards by stressing that the metaphor is, in fact, a cognitive instrument which cannot take place without the existence of interactions between the constituent elements, which comprises aspects of context, situation, the speaker/listener, writer/reader, and the theme of the speech.

# 2.7.2.3 Theory of Pragmatic

The theory of pragmatics is a rejection of the change in meaning concept on the topic because of the transfer of meaning of the image, or due to the interaction of the vehicle with tenor. Davidson is questioning the standard assumptions about the existence of metaphorical meaning that is different from the literal meaning (Davidson, 1978:32). According to Davidson, metaphor is not different from other linguistic expressions. Metaphors reveal the meaning of the words in accordance with the literal meaning, not more than that. For Davidson, the metaphor issue is

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, Pragglejaz 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 Pragglejaz group (2007) formulate MIP as follows.

- 1. Read the discourse thoroughly to build public understanding of its meaning.
- 2. Specify the lexical unit in the discourse.
- 3. (a) For each lexical unit in the text, see its meaning in the context of i.e.

  How do the meanings it applies, as an entity, attribute, or relation in the situation posed by the text (contextual meaning)? Estimate what comes before and after the lexical units.
  - (b) For each lexical unit, determine whether the unit has a contemporary meaning more basic in other contexts than in the context. In this metaphor, the identification of the basic meanings tends to be:
  - (i) more real (what is expressed more easily imaginable, views, be heard, touched, kissed, and perceived); (ii) related to the physical act; (iii) more precise (not vague); and (iv) are historically older. The meaning of the basis must be such meaning often arises the most from the lexical units.
  - (c) if the lexical units have contemporary significance more basic in another context compared to the existing context, check whether the meaning of the basic meaning is different from the contextual but can be understood through the comparison with the basic meaning.
- 4. If yes, mark the lexical unit as a metaphor.

#### 2.7.2.6 The Metaphor of Knowles and Moon

According to Knowles and Moon in the book *Introducing the Metaphor* state that the metaphor is "... the use of language to refer to the something other than what is originally applied to, or what it 'literally' means, in 18 orders to suggest

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).

Metaphor (vehicle) is a word or phrase that has the meaning of the metaphorical. The meaning (topic) is the metaphorical meaning of the author, not the literal meaning. Connection (grounds) is the relationship between the literal meaning with the metaphorical meaning. Via connection (grounds) can be known as the meaning of what prototype wants to and delivered as what it wants to be transferred to meaning (topic), associated with the literal meaning of metaphor (vehicle) or metaphor. For example,

Context : be prepared for a mountain of paperwork

Metaphor (vehicle) : mountain

Meaning (topic) : a large amount

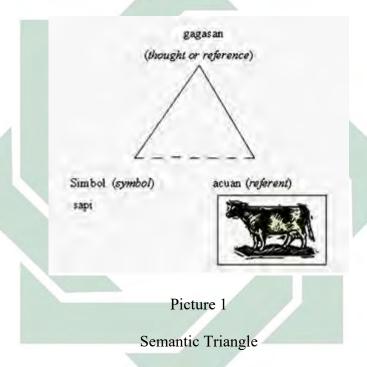
Connection (grounds): ideas of size, being immovable and difficult to deal with

Based on the example above, the use of the mountain metaphor because the prototype of a mountain is high and big-sized so it cannot move and is difficult to overrun.

# 2.7.2.7 The Metaphor in the Study of Semantics

The meaning is mental unity of knowledge and experience associated with the symbol of the language represented (Darmojuwono, 2005:121). A word or its meaning can be determined as lexeme if those words are in the context of the sentence. The metaphor is closely related to the discussion meaning. The core of the metaphor lies in the relationships between words and the meaning of the word. In the metaphor, there are two meanings, i.e., the literal meaning of the sentence and the intended meaning that is called as metaphorical meaning (Searle,

1979:520). Metaphorical meaning is the meaning of the word that diverted from the actual meaning into the meaning of the other words. It is also introduced by Ogden C/K and Richards in 1923 (Leech, 1974:1) which was later made into a reference in the study of semantics. Ogden and Richards in their book argue that the meaning of a word is derived from the relationship between languages/symbols, mental imagery, and reference (Ogden and Richards, 1989).



A picture of Ogden and Richards' triangle shows that there is a direct relationship among the symbol of the language and the mental image, since the symbol and concept/mental image being on language, while the emblem/symbol and the referring are not directly connected (pictured with dotted line) because it has to be through the concept/mental image (Ogden and Richards, 1989).

## 2.7.3 Types of Metaphors in Advertisement

According to Forceville (2008: 272-310), suggests that there are three types of pictorial metaphor analysis both in the printed advertisement and billboards:

- 1. Verbal metaphor is a textual written language used to convey the meaning of the first subject. It means that the word is completely textual and has no contained image to accompany.
- 2. A pictorial metaphor uses the image for the first element, without words or any text accompanying the visual image. The concept of pictorial metaphor is usually used in printed advertisements and billboards.
- 3. Verbo-pictorial metaphor is the combination of images and words as the primary subject in the presentation. Moreover, the combination of the verbal and visual elements can make the meaning of metaphors clear. Nothing stands alone, instead, both of them support each other.

## 2.8 Previous Study

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 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 computerdrawn image, or digital animation) and both of them, which were contained in the slogan.

The last 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 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.

#### **CHAPTER III**

#### RESEARCH METHOD

## 3.1 Research Design

In analyzing metaphor in the cosmetic advertisement, qualitative research was used by the researcher. The researcher used descriptive qualitative for analyzing semantic theory especially metaphor based on Forceville and Knowless and Moon.

According to Sugiyono (2009:15), qualitative research is intended to investigate, find, describe, and explain the quality of features of social influence, that cannot be explained or drawn through a quantitative method. The qualitative research is a descriptive data including written and oral word from the research objectives whether it is from society or books. In qualitative research, the data is compiled from the form of words or sentences, then describing the phenomenon found in the data. The used of qualitative research can be involved in the study used in a variety of material and case study in our life such as personal experiences. The researcher used the metaphor theory. The researcher described the data in the form of words and used the text of the slogan advertisement to be analyzed. A qualitative method was appropriate to this study because this study was analyzed the context of metaphor's type in cosmetic advertisement slogan and describe the meaning of the cosmetic advertisement through its context.

#### 3.2 Data Collection

## 3.2.1. Data and Data Source

The data for this research was in the form of text, picture, sound, video and the sentence, utterances from a script that are the words, phrases, clauses, and expression used by the advertisement's video in Indonesian cosmetic advertisements that contain metaphor from their official websites or official social media. The researcher analyzed about 10-15 cosmetic advertisements. The cosmetic brand referred to cosmetics as a substance placed on the face such as lipstick, facial foam, eyeliner, mascara, facial powder, etc. The researcher used seven cosmetic brands and the official websites and social media account of each cosmetic brand to be the object mentions in the table below.

Table 1. The Brand Cosmetic to use identify the data

No	Brand
1	Wardah
2	Maybelline
3	The body shop
4	Revlon
5	Estee Lauder
6	The body shop
7	M.A.C
8	Sephora

The brand has been used by women in various countries. Other than that, all cosmetics brands were established and in production abroad. Such as, Maybelline, Clinique, Estee Lauder and Pond's whose main factory is in the United States. Then, Sephora can be found in France. Wardah was found in Indonesian. The body shop came from England but the main factory is in Brazil.

#### 3.2.2. Instrument

Suharsimi Arikunto (2002: 136) states that the instrument of research is a tool or facility used by researchers in collecting data to make his work easier and the results better, in a more careful sense, complete, and systematic so that more easily processed. Based on the technique of data collection used, then the instrument of this research was the researcher herself. Denzin and Lincoln as cited in Simon (2011: 1) argue that a qualitative study is used human as an instrument rather than questionnaires or machines to find how the people feel or what they are thinking about a particular subject in the research.

The human instrument was applied in the research because the collecting and identification of the content of slogan cosmetic advertisement were found by the researcher herself. The types of metaphor and the explicit meaning using Knowles and Moon theory in the cosmetic advertisement slogan through its context were also collected and identified by the researcher herself. The researcher collected the data after reading the whole of slogan contents.

## 3.2.3 Technique of Data Collection

In this research, the researcher followed some steps to collect the data from the selected cosmetic advertisements in the official websites or official social media. In collecting data, the researcher used the text, picture, sound, and video of cosmetics advertisement as the source of data. First, the researcher analyzed 10-25 cosmetic advertisements from the official websites. The researcher read the text of cosmetics advertisements and watch the video of cosmetic advertisements. Second, the researcher watched video on the data to find and collect the data from the source containing the metaphor. Recorded all data and classified them on 15 metaphors obtained from the data collection. Third, the researcher separated 15 data containing metaphor from the data which did not contain metaphor and categorized them by the country manufacturer of the product of 10-15 data containing metaphors. The last examined the 10-15 data containing metaphors and categorized every data according to the kind of metaphors that were found.

## 3.2.4 Data Analysis

Analyzing data means to observe, dissect or parse, issues contained in that data (Subrata, 1992:55). The following steps of data analysis techniques below.

 Identifying and classifying the cosmetic advertisements that contain a metaphor

First, the researcher watched the cosmetic advertisement in the official website or official social media to find the slogan and watched the situation to explained the context used in the cosmetic advertisements from the utterance of the speaker. Then

the researcher noted down what was presented in the video. Second, the researcher wrote the slogan which contained metaphor in the cosmetic advertisement. After that, described the situation in the advertisement to know the context used in the advertisement.

Table 2 process of Classifying data

No	Cosmetic advertisement video	The sentences
1		
2		

2. Describing and classifying the type of metaphor based on Knowless and Moon theory

Firstly, the researcher looked for literal meaning in the phrase, word, or sentence. Then, the researcher analyzed the word, phrase, or sentence which contained metaphors. The researcher classified the data which were found in the advertisement based on the theory of Knowles and Moon. There were three things that needed to be noted to analyze the metaphor such as a metaphorical word or phrase, the meaning of the metaphor, connection or relationship between the two compared. In analyzing metaphors, the researcher required three components, namely metaphor/vehicle, meaning/topic, and connection/grounds.

**Table 3 Classifying Data** 

No	The	Metaphor/vehicle	Meaning/topic	Connection/groun
	sentences			ds
1				
2				

3. Describing and classifying the type of metaphor using Forceville theory
The researcher searched and classified cosmetic advertisement based on theory of
Forceville that have three kinds to analyze. They were a verbal metaphor(text),
pictorial metaphor(picture), and verbo-pictorial(Picture and Text), that found in
cosmetic advertisement. The researcher uses some pictures for slogan that
researchers have.

## Picture 1 Example of analyzing data



Researcher use code for analyzing as Pictorial Metaphor(P), Verbal Metaphor(VP), Verbo-Pictorial(VP).

## 4. Interpreting the data

After Classify the data, The researcher interpreted the data in several steps. First, the researcher directed what were the metaphor data detected in a cosmetic advertisement based on Forceville and Knowless and Moon. Then, the researcher clarified the argument through the data clearly.

# 5. Describing the effect of cosmetic advertisement in society

The last, to answer the third question, the researcher described the result of the metaphor effect from a cosmetic advertisement in society. The researcher gave an opinion from the data based on Forceville and Knowless and Moon theories.

## 6. Giving a conclusion

The researcher summarized the research finding and the previous chapters to make a conclusion.

#### **CHAPTER IV**

#### FINDING AND DISCUSSION

In this chapter, the researcher analyzes slogans in the cosmetic advertisement as the object through its text, picture, sound, and video. The researcher analyzes metaphors based on two theories.

## 4.1. Finding

This chapter discusses metaphor. The first finding that has two types in the analysis. They are a conventional metaphor and a creative metaphor. The researcher uses Knowless and Moon theory. The object analysis found in some brand cosmetic advertisements as wardah, Maybelline, the body shop, Estee lauder, Clinique, Sephora, m.a.c, Revlon. The data are collected from websites and social media of brand advertisements. Based on the theory of Knowles and Moon, there are three things that need to be noticed to analyze the metaphor. The name is Metaphor/vehicle is a word or phrase that has the meaning of the metaphorical. The meaning/topic is the metaphorical meaning of the author, not the literal meaning. Connection/grounds is the relationship between the literal meaning with the metaphorical meaning. The last context is the sentences that have a line of a word that we take as a metaphor. The second finding that has three types in the analysis. They are a pictorial metaphor as uses the image for the first element, without words or any text, verbal metaphor as the textual written language used in the advertisement. the last, verbo-pictorial is the combination of images and words as the primary subject in the presentation. In the second finding, the researcher just

classified type of metaphor in an advertisement by forceville. For further explanation about the findings, the researcher explain it below:



Figure 1. Type of Metaphor by Knowless and Moon

The pie chart shows the result types of conventional metaphor and creative metaphor which are used by cosmetic advertisement in slogan. The pie chart shows that creative metaphor is often used in slogan advertisement, especially cosmetic advertisement. The percentage of conventional metaphor is more than a creative metaphor. Conventional metaphor is 85% and creative metaphor 15% data of type metaphor by Knowless and Moon.

the researcher just found 9 types of conventional metaphor and 2 types creative metaphor with (11) total of data found in cosmetic advertisement slogan based on theory Knowless and Moon. Moreover, the researcher shows the discussed the analysis data of this study below:

4.1.1. Metaphor by Knowless and Moon

**Data 1.** Bright on girls

This ad consists of one slogan phrase which in the video explains a career

woman with all her busy life. She always uses Wardah perfect bright moisturizer

product. When she uses the product, her face brightens instantly because of the

brightening powder that is contained in Wardah products.

Be bright, Be ready, Bright On Girls

In the above remarks, it appears that the use of the term "bright" aims to

show the product can give a brightening effect to the face or look

brighter. Lexically, "bright" means producing a lot of light or having a very light

and strong color. "Bright" is a term usually used to describe the nature of an object

or human but then is used to describe the condition or function of a product.

Context

: Be bright, Be ready, Bright On Girls

Metaphor/vehicle

: Bright

Meaning/topic

: Illuminating effect

Connection/ground

: To make something shines a light on

There is connection meaning between bright and illuminate. The lexical

meaning of bright is producing a lot of light or having a very light and

strong color. Whereas, illuminate means to make something shines a light on,

brightened with light, to supply with light. By the two definitions above, the bright

word and illuminate word have intersections where both have the meaning of light.

The type of metaphor from this text is the conventional metaphor by which a word used is no longer new in nature. This kind of metaphor has been lost because this metaphor is often used and then put into daily words.

Based on the identification and analysis of data 1, it can be concluded that the word "bright" is found. The lexical meaning of bright is producing a very light and strong color, but it is used to state that Wardah perfect bright moisturizer product can brighten women after using this product. The metaphorical meaning contained in the data is illuminating. Moreover, the related meaning between bright and illuminate is light. But differences are that "bright" means producing the light and "illuminate" means making the light. The purpose of using word bright in Wardah cosmetics is to make understanding to the consumer that Wardah perfect bright moisturizer can give an illuminating effect on the face after using the product. The metaphor type based on data 1 is a conventional metaphor. On the other hand, data 1 also contains the word function, but it is used to describe the statement of product function.

## Data 2. Your Everyday Mascara, Your Fresh Blooming Look

This ad contains one phrase in the form of a mascara advertisement from Maybelline products under the name Maybelline Hypercurl mascara. This data is taken from the Instagram account of Maybelline New York. In the picture, this product is generally introduced as a mascara product that is useful for making the eyes more supple, durable, and waterproof.

Your Everyday Mascara, Your Fresh Blooming Look

In the above remarks, it appears that the use of the term "blooming" is used

to declare that Maybelline Hypercurl mascara is a product that can make the

eyelashes become curly like a newly blooming flower. Lexically, the

word "blooming" means to produce flowers, to change, grow or develop

fully. From the definition above, it can be concluded that "blooming" is a change

in an event. However, in this context, "blooming" is used to emphasize that

Hypercurl Maybelline mascara product is a product that can change the eyelashes

to be curling.

Context

: Your Everyday Mascara, Your Fresh Blooming Look

Metaphor/vehicle

: Blooming

Meaning/topic

: Curl

Connection/ground

: Something that round shape

The relation between blooming and curl meaning is that, literally, blooming

has meaning with the flower fully open, to change, grow or develop fully. Whereas,

curl is something that round shape. Based on the definition and the understanding

of the writer, both of them have a relationship. They both make a shape or become

a curved shape. When a flower has not bloomed, initially, it is closed. When it

blooms, it opens and curves. Whereas, when the mascara has not been applied to

the eyelashes, it will look less bold. After applying the mascara, the eyelashes will

be longer and curved. It is likened to a flower that has just bloomed.

The type of metaphor used in the text above is a conventional e metaphor.

This metaphor used by ad writers or speakers to express an idea and feeling into writing. This metaphor sometimes uses to every daily life.

Based on the identification of the writing above, it can be concluded that the data 2 contain the metaphor word namely blooming whose lexical meaning is the flower is fully open, to change, grow or develop fully. Yet, it is used to declare that Maybelline Hypercurl mascara is a product that can make the eyelashes curling like a flower that has just bloomed. The meaning of the metaphor contained in the data above is curled, while the related meaning between blooming and curl is together through a process that produces a beautiful shape. The purpose of using the word blooming in the advertisement is to provide readers with an understanding that Maybelline Hypercurl mascara is a product that can make our eyelashes open and curl as a flower that just blooms. In addition, it also provides an understanding to the reader that the quality of this product can be proven as the previous product. So, type metaphor based on data 2 is a conventional metaphor.

## **Data 3.** Drops of *Youth*

The advertisement consists of one phrase which is in the form of The Body Shop product advertisement with the product name of The Body Shop Drop of Youth Series. This product is described to help cleaning, protecting, and eliminating residual dust pollution and dead skin.

Drops of Youth

The explanation above, it shows that the term youth is used to emphasize

the function of the product. Lexically, the data consist of one word, namely youth,

which means the time something is new, or the time of life when someone is

young. Basically, the word youth is used to describe humans, however, the data

above is used to describe the function or effect of using these products. Thus, it can

be ascertained that youth in that context is a metaphor because it presents another

meaning.

Context

: Drops of Youth

Metaphor/vehicle

: Youth

Meaning/topic

: Healthy

Connection/ground

: Showing a good condition

The relationship between the meaning of youth and healthy literally is that

youth has the meaning of the time something is new or the time of life when

someone is young. Meanwhile, healthy means showing a good condition, free from

disease or pain. Thus it can be ascertained that both of them still have a relationship,

namely referring to a thing that is equally in human nature or condition. Where

youth themselves can be seen in our social environment, that the state of the

teen's skin still looks clean, healthy and have a good skin condition. That is why

youth here can be represented as healthy skin or clean and protected skin. The type

of metaphor above is a creative metaphor that is a metaphor used by writers or

speakers to express ideas into writing so that the writing is easily understood by the

reader.

Based on the identification and analysis above, it can be concluded that in the data 3 there is a metaphor, namely the word youth, which lexically means the time something is new, or the time of life when someone is young. Basically, the word youth is used to describe humans, but here, it is used to describe the function or effect of product use. The meaning of the metaphor contained in the data above is healthy. Moreover, the corresponding relationship between youth and healthy meaning is equally referred to as a state of nature or man. The aim of the word youth in the advertisement headline above is to give readers an understanding that The Body Shop product of The Drop of Youth Series is a product that can protect the skin from the pollution around the city which causes damaged skin. Then, these products can provide an effect to protect and treat skin more intense from pollution. Understanding the pollution's dangerous side effects for skin is one of the reasons advertisers use the term youth. The type of metaphor found in data 3 is a conventional metaphor, namely the use of the word youth which should be used to describe humans, then described for the function or effect of product use.

## Data 4. Baby Skin, Pores Eraser

An advertisement consists of one phrase in the Maybelline advertising products namely primary. It shows a babyface with a nice face. The product claims that it can make the face smoother and moisturize and disguise the pores.

Baby Skin, Pores Eraser

The above remarks show that the term "eraser" is used to emphasize the

function of the Maybelline primary which can disguise pores. Lexically, the data

consist of one word, namely eraser which means a small piece of rubber or other

material that is used to erase something you have written or drawn. Basically, the

word eraser itself means noun and is usually used to erase a text or image. Thus, it

can be ascertained that the eraser word in that context is a metaphor because it

presents another meaning.

Context

: Baby skin, Pores Eraser

Metaphor/vehicle

: Eraser

Meaning/topic

: Camouflage

Connection/ground

: That helps to hide or making harder to see

The relationship between eraser and camouflage meaning is that, literally,

eraser means a small piece of rubber or other material that is used to erase

something you have written or drawn. While camouflage means that helps to hide

or making harder to see. Thus, it can be said that both of them still have an

association where both have almost the same meaning namely, cleaning or

eliminating something to become invisible. The type of metaphor above is a

conventional metaphor that is a metaphor used by writers or speakers to express

ideas into writing so that the writing is easily understood by the reader.

According to data identification and analysis, it can be concluded that in

data 4 there is a metaphor that is eraser that lexically means a small piece of rubber

or other material that is used to erase something you have written or drawn. The

meaning of the metaphor contained in the data above is a camouflage to explain the product which means it can disguise the pores on the face and make the skin smoother and longer-lasting when wearing makeup. Whereas, the relationship between the eraser and camouflage meaning is both of them have almost the same meaning, that is, cleaning or eliminating something to be invisible. The purpose of the use of the word eraser in ad headline above is for giving the reader an understanding that the Maybelline primer is a product that can give the effect of removing pores temporarily or rather disguise. The type of metaphor used is a conventional metaphor.

# **Data 5.** The most sensational place to wear *satin* in your lips

The ad consists of one phrase which is in the form of lipstick advertisements depicted by a woman who wears lipstick and her lips look shiny and healthy. The product describes that it can give the beauty of lips.

The most sensational place to wear *satin* in your lips

In the sentence above, it appears that the term "satin" is used to emphasize that Estee Lauder lipstick is a product that can make lips become smoother, shiny and healthier. Lexically, the data only consists of one word, namely "satin" which means silk material that is shiny on one side. Basically, satin itself is a very beautiful fabric and has a nice sparkle. Based on the above definition, the writer concludes that the word "satin" has the meaning of something shiny and beautiful associated with a cloth called satin. Thus, it can be ascertained that "satin" in that context is a metaphor since it presents other meanings.

Context : The most sensational place to wear *satin* in your lips

Metaphor/vehicle : Satin

Meaning/topic : Charming

Connection/ground : Pleasing quality, a quality that causes someone or something to be very likable

The relationship between satin and charming is, literally, satin possessing the meaning of silk material that is shiny on one side. Whereas, charming has the meaning of pleasing quality; a quality that causes someone or something to be very likable. By being able to be linked, both have almost the same meaning, that is something very good and beautiful. The reason is that satin itself is a fabric that is very nice and shiny, while charming is something that looks good or awesome. The type of metaphor above is a conventional metaphor since this metaphor is often used in our daily life.

Based on the identification and analysis, it can be concluded that in data 5 there is a metaphor of satin which lexically means silk material that is shiny on one side. The word satin is usually used to express an object that is more often used on cloth. The meaning of the metaphor contained in this data is charming. While regarding the relationship between satin and charming, both have a similar meaning, that is, something very good and beautiful. The purpose of using the word satin in the advertisement is to give the reader an understanding that if women use Lauder lipstick, it makes their lips look more attractive or nice like using a very shiny satin fabric. Type metaphor based on data 5 is a conventional metaphor.

Data of 6 Superfood masks for your skin

This ad consists of a phrase wherein the form of mask product that claims

of natural materials and without parabens in it and 100% vegetarian. This mask is

an organic mask that can provide nutrients to the skin and make skin healthy. The

data is taken from the website the body shop official.

Superfood masks for your skin

In the above statement, it appears that the term "superfood" is used to

emphasize that the product is a healthy product for facial skin, especially when

using The Body Shop masks. Lexically, super means excellent or of high grade and

quality while 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. Thus, it can be ascertained that the word superfood can be said as a

metaphor because it presents another meaning.

Context

: Superfood masks for your skin

Metaphor/vehicle

: Superfood

Meaning/topic

: Nutrition

Connection/ground

: The process by which living things receive the food

necessary for them to be healthy.

The related meaning between superfood and nutrition is that, literally, the

superfood is the combination of the words super and food. To be interpreted super

has excellent meaning or of high grade and quality while food is the things that

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.

Data 7

New Bedroom eyes powder Liner

The ad consists of a phrase in which the product is an advertisement for the

eyeliner. Revlon creates a series of products for eyeliner where we can make our

eyelid look more bold and sharp. In the advertising slogan, there is a woman using

eyeliner in these eyes. The image of the slogan also explained that we used this

eyeliner that makes your eyes bolder with the black color from eyeliner.

New Bedroom eyes powder Liner

In the above speech can be deduced using the word bedroom on the phrase

to emphasize the function of the product. The lexical bedroom has the meaning of

the room furnished with a bed and intended primarily for sleeping. The word game

is often used for object in humans, but in this phrase, it is used to describe the use

of function for this product. It is thus certain that the word bedroom is a metaphor

because it is a means of interpreting other meanings.

Context

: New Bedroom eyes powder Liner

Metaphor/vehicle

: Bedroom

Meaning/topic

: Dark

Connection/Ground: having more black than white, having very little or no light

The relationship of meaning between the bedroom and dark, the bedroom is furnished with a bed and intended primarily for sleeping. Meanwhile, the dark is having more black than white or having very little or no light. The type of metaphor used in the text above is a creative metaphor.

Based on the identification and analysis above, it can be concluded that in this data there is a metaphor that the word bedroom lexically has the meaning of the room furnished with a bed and intended primarily for sleeping, but in this context, the word serves as an emphasis on eyeliner product to describe the effect from use of the product. The meaning of metaphor in the data above is dark that has the meaning of having a more black than white or having very little or no light

The purpose of the use of the word bedroom in the advertising slogan is to explain that using Maybelline products such as eyeliner, we can form the eyeliner with black color. The use of the bedroom in this slogan and the relationship with meaning dark are many that we know that usually when we sleep it is identical with a sleeping lamp or a darker room. Then, the intent of using the bedroom itself means that the use of the eyeliner provides a dark effect like the bedroom when we are asleep with light or darker room state.

Data 8

Up your brow game

The ad consists of a phrase in which the product is an advertisement for the

eyebrows consisting of concealer and brow mascara. Maybelline creates a series of

products for eyebrows where we can make our eyebrow look more natural and

attractive. In the advertising slogan, there is a woman with eyebrows lifting

upwards. In the image of the slogan also explained step use of the Eyebrow product

series in which each product and the female dialist on the slogan was given a

number describing the beginning to end product used.

Up Your Brow game

In the above speech can be deduced using the word game on the phrase to

emphasize the function of the product. Lexical gaming has the meaning of the word

form of plays with rules. The word game is often used for verbs in humans, but in

this phrase, it is used to describe the use of a product. It is thus certain that the word

game is a metaphor because it is a means of interpreting other meanings.

Context

: Up Your Brow game

Metaphor/vehicle

: Game

Meaning/topic

: Arrange

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

of metaphor that is in the data is a conventional metaphor where the word is often

used in our daily activities.

Data 9

The face of fashion fall's statement piece: Fiery Lips

The advertisement consists of a phrase in the form of lipstick advertisements

from the brand Sephora. In the slogan, the ad is depicted as a woman using red

lipstick with a wide selection of lipstick collections in Sephora. Sephora itself is a

global beauty company that is very well known to offer a wide range of classic and

latest products in the category of makeup, other treatments for skin, body, etc.

In the above, it appears that the use of the term "fiery" is used to emphasize

that the product is a product of lipstick that gives the impression of the lips to be

red like fire. Lexical data is composed of one word "fiery" which means like fire,

flaming. The word fiery is a term commonly used for humans as an adjective, but

in the slogan, the ad is used to describe a product. Thus it is certain that fiery in this

context is a metaphor because it presents other meanings.

Context : The face of fashion fall's statement piece: Fiery Lips

Metaphor/vehicle : fiery

Meaning/topic : brave

Connection/ground : not afraid, willing to do things which are dangerous or

painful.

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 use of red lipstick itself gives the meaning that, if one uses red lipstick, indirectly the person is a preconception that the person is using makeup and dare to appear confident in his appearance. The face of Fashion Slogan's statement piece: Fiery Lips can also be interpreted as red lipstick signifies the initial look of a fashion that is bold and looks more attractive and different. Because if someone uses red lipstick it indicates that the person is using makeup without us knowing or asked first can be interpreted an initial look of a fashion that the person dares to show Side of the Fashion.

#### Data 10

We'll supply the *rose* that makes them blush

The advertisement consists of one phrase in the form of advertising Blushon made by M.A.C. product in the advertisement is depicted a woman with a saturation of black and white using blush on the cheeks and remove the pink color. In the advertisement, there is also a blush product with pink color like pink on the cheek of the ad model.

We'll supply the *rose* that makes them blush

In the word above, it appears that the term "rose" is used to emphasize that the product is a pink blush product such as Rose color. Lexically, the data consists of a single word "Rose" which has the meaning of flower with a sweet smell. Basically, the word rose is a term used in a flower, but in this phrase, it is used to declare a product. It can be concluded that the context is a metaphor because it presents other meanings.

We'll supply the *rose* makes them blush

Context : We'll supply the *rose* makes them blush

Metaphor/Vehicle : Rose

Meaning/Topic : Colour

Connection/ground : something used to give color to something pigmen or dye,

the appearance of object and light sources that may be

described in terms of hue, lightness, and saturation for object

The relationship of meaning between rose and color is literally rose has the

meaning of flower with a sweet smell that is usually white, yellow, red, or pink and

that grows on a bush which has thorns on the stems. While color has a literal

meaning is something used to give color to something a pigment or dye. Thus it can

be concluded that both still have interconnectedness of color in the object. The type

of metaphor in the text above is a conventional metaphor where the word used is

no longer new, usually, this type of metaphor has lost its nature as a metaphor

because this metaphor is often used and then incorporated into everyday

vocabulary.

Based on the identification and analysis above, it can be concluded that in

data (10). There is a metaphorical word rose which lexically has the meaning of

flower with a sweet smell that is usually white, yellow, red, or pink and that grows

on a bush which has thorns on the stems. Rose's own word is usually used to declare

a flower, but in this context, it is used to emphasize that the Blush MAC product is a product that has a sweet, pink flower color like a rose. The meaning of the metaphor in the data above is color, while the relationship between the relation to the meaning of rose and color is that the two are in an object color.

The purpose of the word rose in this product is to give understanding that the blush product makes our face give a color like a rose. We know that the object of the rose itself has a variety of colors and one of them is a pink color that can give an understanding to the reader that when we use this product can make our cheeks look red, sweet like a rose which a Beautiful. The type of metaphor in this data is a conventional metaphor because the word used has lost and can sometimes be used in daily life.

#### Data 11

## Maybelline Instant Age Rewind

The ad consists of a single phrase that includes a concealer advertisement on a Maybelline product. These products are usually used under the eye or cover imperfection on our facial skin. When we use the product it will make our face clean without any stains or wrinkles under the eyes and cover the eyes of the panda on the face.

## Maybelline Instant Age Rewind

In a speech above, it appears that the term ageless use is used to emphasize that the product is believed to be a product that can make our face look ageless.

Lexical, rewind means to make (a recording), go back to the beginning. Basically,

the word rewind itself is used for humans usually used in verbs, but here it is used

to emphasize a product. Thus it is certain that rewind is a metaphor because it

presents other meanings.

Context

: Maybelline instant age rewind

Metaphor/Vehicle

: rewind

Meaning/ Topic

: flawless

Connection/ground

: perfect

The relationship of meaning between the age of rewind and flawless is literally

rewound has the meaning to make (a recording), go back to the beginning. When

connected with the age lexical means the amount of time during which a person or

human. Then the age rewind is gone back to beginning when young. Whereas,

flawless means the perfect or don't weaknesses. Based on the above two definitions

can be concluded that the wordage rewind and flawless have a relation.

The type of metaphor found in the data above is a creative metaphor used

by authors or speakers to express ideas in writing to be easily understood by readers.

Based on data identification and analysis can be concluded that in the data (11) has

a metaphor that the wordage rewind that has the meaning of the word to make (a

recording), go back to the beginning. When connected with the age lexical means

the amount of time during which a person or human. Then the age rewind is gone

back to the beginning when young. Metaphorically meaning in the data above is

flawless that has the meaning of the word perfect or no weaknesses, while the relation of meaning between the age rewind and flawless is when the age rewind has the meaning of the word go back to age beginning or youth there can be interpreted That most or in a percentage of young people's skin is still clean or perfect without stains or imperfection in the way. However, if we use the product concealer Maybelline which initially we have stains on the face or dark circle in the eyes of such products can make our face imperfection to be more flawless or perfect back like a young age where the face Without any stains or dark circle in the eye.

The purpose of the wordage rewind on the Maybelline product slogan to emphasize that the product can make our face look flawless or perfect like the young. The type of metaphor used in the slogan is a creative metaphorbecause the use of the metaphor used by authors or speakers aims to express an idea into a script and be delivered through the product.

## 4.1.2 Type of Metaphor in Advertisement

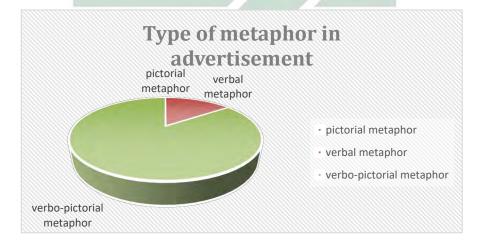


Figure 1. Type of Metaphor in Advertisement

Type of metaphor in an advertisement based on general. In slogan cosmetic advertisement, type of pictorial metaphor is not produced in this study 0% is about pictorial metaphor. Meanwhile, there are 2 slogans that produced verbal metaphor with 15%, there is Maybelline and Avon cosmetic advertisement slogan. Commonly, 85% is about verbo-pictorial metaphor, which they are contained picture and text in slogan promotion. The content of each slogan is explained below.

Type of metaphor in an advertisement is the second analyzed in this study. The researcher collected slogan cosmetic advertisement contain like image and text to produce the result in this study. However, there are 11 slogans which contain some promotion of cosmetic as image and text. This below pie chart presents a type of metaphor in advertisement used by slogan in cosmetic advertisement.

#### 4.1.2.1 Pictorial Metaphor

Based on the data. The type of pictorial metaphor is not found in the data. It means that pictorial metaphor is not used or often in slogan cosmetic advertisement. It can be seen by the amount of type metaphor in slogan, which contains eleven slogans from cosmetic advertisement. Among eleven slogans, there is no one slogan uses type of pictorial metaphor. Pictorial metaphor becomes a less interactive type for promoting as slogan because the type is only focused about picture to promote anything in advertisements.

#### 4.1.2.2 Verbal Metaphor

The verbal metaphor becomes a minority type from data. Verbal pictorial is only focused on text, it does not have picture to support promotion of this advertisement. Forceville (2008:272-310), said that verbal metaphors are textual written language used to convey the meaning of the first subject. It means that the word is completely textual has no contained image to accompany of any kind. This style is often used to promoting slogan because the type is less interested to use advertisement. However, type of verbal metaphor found in the data is a slogan from Avon and Maybelline cosmetics. Besides the other slogan is not found in this type. It is obviously elaborate below:

## 1) Maybelline

Maybelline's slogan included the type of verbal pictorial in slogan cosmetic advertisement. Many people have known the slogan from Maybelline. Maybelline has become one of slogan which contains text in advertisement. It is 15% data that have amount of verbal metaphor percentage in the entire data of slogan in cosmetic advertisement. Based on the data analyzed, the researcher found "text" in slogan from Maybelline. It is obviously elaborate below:

#### Data 1



The text "Maybelline New York" which is sign using highlighted by the yellow color in the slogan of Data 1 is classified as one of V or verbal metaphor. Specifically, this slogan is categorized into a verbal metaphor because it contains only text in slogan cosmetic advertisement. Yu (2009:2004) said that if a slogan is in charge of bringing an important role in the context of an ad, it is very likely able to interpret the slogan only on one focus.

The existence of V in the slogan of cosmetic advertisement has contained the text "Maybelline New York" This slogan aims to explain the place of this Maybelline originated. The slogan there is only one subject to convey meaning about the origin of the product. From some research done through the sources that Maybelline itself began to be created from New York. So, the subject of "Maybelline New York", which has meaning to give an ad reader a view or a feature of the product comes from.

It can be concluded that Data 1 is generally represented as V. The slogan of the Maybelline is only contained with text to convey meaning to the reader. The use of V is generally focused about textual as word. It can be called Verbal metaphor, which is nohave picture to support this slogan.

## 2) Avon

There is slogan of Avon which is categorized as V. Avon slogan is included V because there is only contained the text in slogan. The slogan exemplified below.



The above Data 2 is slogan from Avon cosmetic which is represented the type of V in slogan. The Avon slogan tells that slogan consist one subject to promote about these companies of makeup advertisements. However, Avon is only given one focus of the text in the slogan to promote this cosmetic advertisement. There is a picture to accompany text of "Avon The company for Women" in slogan. The text "Avon the company for women" has a meaning that Avon is a company that develops the needs of women's beauty products. We know that Avon is a brand of cosmetics that provides a wide range of products such as moisturizing, beauty lotion, foundation, and skin Whitening cream.

To conclude, Avon is a company that aims to produce all beauty products or makeup. Data 2 is included as V in slogan cosmetic advertisement. The slogan has category V because it contains only the text to promote Avon cosmetic advertisement.

## 4.1.2.3. Verbo-Pictorial Metaphor

Verbo-pictorial metaphor becomes majority in this presents study. Verbo-Pictorial has commonly used in slogan cosmetic advertisement. The slogan of cosmetic advertisement truly represents Verbo-pictorial with a higher percentage. The amount of Verbo-pictorial becomes domination between another type of metaphor in advertisement. It reaches 85% or 9 slogans from 11 total all of them data advertisement. Verbo-Pictorial is a combination of pictures and words as the primary focus in presentation. It becomes a common type that is used in an

advertisement as slogan. According to Forceville (2008:272-310), this type makes the meaning of metaphor in slogan clearer because of the combination given by verbal and pictorial elements in one slogan. It can be interpreted that text and pictures have a relationship about interpreting meaning in the slogan.

## 1) Sephora Lipstick





Sephora's slogan in Data 3 is categorized as VP. VP (Verbal-Pictorial). Anderson (1998:4) says that Verbo-pictorial might be easy to understand because the DDI in Vero-Pictorial contains text and images to feed both of them to make it easier to understand the means. In this case, Sephora slogan is included slogan and specifies it to Verbo-pictorial because in this slogan contains pictures and text to promote it.

Related to the content of type VP, the Sephora slogan has contained the picture of women using red-colored lipstick and Sephora series of lipstick products that are red in color. So, on this slogan, the picture of a woman with red lipstick and lipstick in describing a product of lipstick with a red-colored series become a promote the lipstick product. The picture is supported the other object of text "The face of fashion Fall's statement piece: Fiery Lips", which has meaning that Sephora is having a wide range of red-colored lipstick products that can give an interesting impression. It can be interpreted also when we use the red Sephora lipstick product that can bring out our fashion side. This gives the understanding that the person who appears confident is using red lipstick products.

To conclude, the data 4 deal use VP in slogan cosmetic advertisement promotion the product Sephora. The content of slogan uses two focuses to convey message for the reader.

# 2) The Body Shop "Drops of Youth"

Data 4



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

can help our skin to be healthy again and clean like our skin as a teenager. To conclude, Data 4 use VP in the slogan.

## 3) Maybelline Mascara

Maybelline Mascara is one of cosmetics product which has the best mascara in the world. The slogan of Maybelline Mascara counted categorized as Verbo-pictorial because the slogan has two subject to promotes cosmetic advertisement. Maybelline Mascara slogan presented below.

Data 5



The Data 5 is described that Maybelline mascara Slogan as VP. That slogan consists of two subjects including text and image, the subject is supported each other in slogan. The first subject is picture Product mascara and a beautiful woman with curled up eyelashes. This implies that the mascara can make our eyelashes look like the model. The second subject is text of "Make Your Eyes come alive" which is explained about this product that can make our eyelashes look nicer or beautiful when

we use those products. The product can give the consumer perfect eyelashes. Maybelline primer.

## 4) Maybelline Primer

## Data 6



The Verbo-Pictorial is where an advertisement has a slogan described through text and images. In this ad, Verbo-pictorial is influenced in the Maybelline primer slogan. This advertisement is appropriated with type Verbo-pictorial because it has picture and text in slogan.

VP tends to be contained of the slogan of Maybelline Primer. Data 6 shows that inside of slogan has a picture and text. This case is slogan categorized as VP. The picture and text slogan purposes to complete for promoting this cosmetic advertisement. Maybelline Primer has a picture of a woman with smooth skin as well as a baby who is using a magnifying glass to see her skin condition. It is mean that the primary product Maybelline can make our skin looks like a baby skin that has not been

contaminated by anything. Therefore, this product chosen symbol pretty women and babies because they want to emphasize if we use the product can make a smooth effect without pores. The second subject is text of "Baby Skin Pore Erase" is also to support the picture. In this text has meaning that product Maybelline Primer can eliminate or disguise your pore which is contained many things to make people bought this product

It can be concluded that the primary product Maybelline is a product that can close or disguise a pore in the face and make our skin clean, smooth and without pore like healthy skin. This advertisement is a VP because in the slogan there is a picture and text.

# 5) The body shop" drops of light"

Data 7



The Verbo-Pictorial is where an advertisement has a slogan described through text and images. In this ad, the Verbo-pictorial has reflected in the body shop "drops of Light". This advertisement is identified as Verbo-pictorial because it has picture and text in slogan.

Data 7 is rated of VP in slogan cosmetic advertisement. The purpose of this advertisement is to promote the product. The Body Shop Series "Drops of Light" slogan consists of some element from type of Verbo-pictorial. There are two subjects represent the use of category Verbo-Pictorial in advertisement by slogan "Drops of Light". 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 Light"

The Body Shop Series "Drops of Light" show that has a different subject in each 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 Light" is more dominant on the slogan of the Body Shop series. There are many pictures that product with shades of white and pink nuance. The meaning of white means clean and glowing and pink means beautiful or sweet. The Body Shop Series "Drops of Light" also claim that their product is a product that can make skin clean, healthy and look more white on facial skin

In relation to text and image can be concluded that the meaning of the text "Drops of light" into a symbol for the product can help to make our skin clean, healthy and make it looks brighter than before. Otherwise, the images are in the slogan aims to

Shop product "Drops of Light" is a product that will make our skin face smooth and leave your skin tone more bright. To conclude, Data 7 use VP in the slogan.

# 6) The body shop mask



The Verbo-Pictorial is where an advertisement has a slogan to describe through text and images. On this ad, the Verbo-pictorial is reflected in the body shop masks "Superfood makes for your face". This advertisement is appropriated with type Verbo-pictorial because it has picture and text in slogan.

Data 9 is rated of VP in slogan cosmetic advertisement. The purpose of this advertisement is to promote the product. The Body Shop Series "Superfood makes for your face" slogan consist of some element from type

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.

Whereas images that are used in the slogan, it has an aim to attract the buyer to buy the product. And it can be interpreted that the Body Shop products "Superfood makes for your face" are a product that will make our facial skin become nutritious and healthier. To conclude, Data 8 use VP in the slogan.

## 7) Maybelline foundation





The Verbo-Pictorial is where an advertisement has a slogan described through text and images. In this ad, Verbo-pictorial is influenced by the Maybelline Foundation slogan. This advertisement is appropriated with type Verbo-pictorial because it has picture and text in the slogan.

VP tends to be contained of the slogan of Maybelline Primer. Data 9 shows that inside of slogan has a picture and text. This case is slogan categorized as VP. The picture and text slogan purposes to complete for promoting this cosmetic advertisement. Maybelline Foundation has a picture of women with smooth, glowing and pretty skin as well as

Maybelline Foundation products. It means that the Maybelline Foundation product can make our skin looks smooth and glowing. Therefore, this product chosen symbol of beautiful women because it wants to emphasize if we use such products can create a smooth and glowing skin effect. The second subject is text of "Looks like satin Perfection" is also to support the picture. Through this text, it has a meaning that product Maybelline Foundation can make our skin a glowing. We know that satin fabric is a high quality, shiny cloth, and luxury fabrics, from here as well if we use the foundation to create a smooth and glowing skin effect. Which is contained many things to make people bought this product

It can be concluded that the product Maybelline Foundation is a product that can give our skin effect clean, smooth and glowingly healthy. This advertisement is a VP because in the slogan there is a picture and text.

## 8) M.A.C Blush On

Data 10



The data 10 is described that the M.A. C Blush On Slogans as VP. This slogan consists of two subjects as text and image, the subjects support each other in the slogan. The first subject is picture product Blush On and a beautiful woman with a saturation of black and white color but especially cheek look striking pink color. This implies that the Blush On can make our cheeks look red-squeezing. The second subject is the text of "We'll supply the rose that makes them blush" which is explained about this product that can make our cheeks look more red bland like the rose as a symbol of a color on a rose with a beautiful pink color when we Using the product. Revlon eyeliner

# 9) Revlon Eyeliner

Data 11



Data 11 is described that Revlon eyeliner Slogan as VP. That slogan consists of two subjects as text and image, the subject is supported by each other in the slogan. The first subject is picture product eyeliner and a beautiful woman with black eyes look bolder. This implies that eyeliner can make our eyes look bolder. The second subject is the text of "for Eyes that smolder" which is explained about this product that can make our eyes look more bold and bold like a burning flame. So it can be concluded if we use eyeliner product that our eyes will look bolder because the color that is raised in the product is very black and thick.

#### 4.2 Discussion

The first findings are a conventional metaphor and creative metaphor. The researcher uses Knowless and Moon theory. The object analysis found in some brand cosmetic advertisement as Wardah, Maybelline, the body shop, Estee Lauder, Clinique, Sephora, m.a.c. Based on the theory of Knowles and Moon, there are three things that need to be noticed to analyze the metaphor, including Metaphor/vehicle is a word or phrase that has the meaning of the metaphorical, the meaning/topic is the metaphorical meaning of the author, not the literal meaning, Connection/grounds is the relationship between the literal meaning with the metaphorical meaning, and the last context is the sentences that have the line of a word that we take as a metaphor

the result of type of metaphor in advertisement, the common type in slogan cosmetic advertisement is "conventional metaphor". The use of 'conventional

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.

#### **CHAPTER V**

## **CONCLUSION AND SUGGESTION**

This chapter registers conclusion of the study as it answers the research question which had mentioned in the first chapter of this study. It also contains suggestion to give more information for the future research and if you will be analyzing about metaphor.

### 5.1. Conclusion

Based on the identification process and analysis results on 11 data found in the ad cosmetics which contains metaphors, we can see the relationship between literal meaning and metaphors not only language knowledge but you should know the knowledge of the culture, etiquette, moral values, society and historical knowledge. It can be seen on the use of metaphor language by advertisers. Through 11 data that has been analyzed, it appears that all metaphors have a relation with literal meaning. The relationship is apparent after analysis with metaphorical theories.

The types of metaphors contained in the 11 data that have been in the analysis form first finding are 9 data containing conventional metaphor type and 2 data containing type of creative metaphor. To analyze the theory by Knowless and Moon. Researchers going to use three components of metaphor/vehicle, meaning/topic and Connection/Ground there is a logical linkage between the bot of them. From all the results of the analysis can also be concluded that conventional metaphor is the viewpoint of the cosmetic advertisement's use of metaphors is more

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 verbalmetaphor. 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

become the highest in the data. Then, the lowest position comes to type of verbal metaphor which is applied with 2 slogans. It is equal to 18,1 % in verbal metaphor.

The last, 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 interesting words 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.

So from there, last finding after analyzing all data. we can know there are still many people who are affected by advertising products, without them aware of the use of words or languages made by advertiser and some beautiful models who used in advertising make buyers more interested. On the other hand, The Advertiser also aims to make his product more selling to achieve a target. 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.

## 5.2. Suggestion

This present study concerns to analyze the type of metaphor in an advertisement by using different theory. The first result of finding has two types of metaphor which is used in the advertisement, including conventional metaphor and creative

metaphor. The researcher uses Knowless and Moon theory. The second theory is Forceville's. It is used to find pictorial metaphor, verbal metaphor, and verbo-pictorial metaphor. Types of metaphor in advertisement used are the whole content of the slogan. So, in this chapter make the next researcher who is interested in metaphor. the researcher hopes this analysis make another researcher more understand about metaphor. The researcher suggests for the next researcher can more develop in different result and explore more about metaphor with different aspect or object. Moreover, the next researcher can use a different theory of metaphor.

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