LEXICAL METAPHOR IN PRINTED CAR ADVERTISEMENTS

Misdiana

Amrin Saragih

Siti Aisyah Ginting

English Applied Linguistics Program

Postgraduate Program – Universitas Negeri Medan

ABSTRACT

This study deals with the use of Lexical Metaphor in Printed Car Advertisements. The objective of the study was to describe the types of lexical Metaphor used in Printed Car Advertisements and to elaborate the reasons why those kinds of lexical metaphor used in that way. This study was conducted by using descriptive qualitative research. The source of data was taken from slogan of magazines and brochure which containing 28 texts printed. The data were analyze using content analysis technique by describing the kinds of lexical metaphors. The data obtained through purposive sampling technique with focused on the lexis (words) that contained of lexical metaphors., the realization of lexical metaphor and the reason were analyzed by using systematic functional linguistic approach. The instrument in this study was the researcher itself. The result showed that there are eight concepts of lexical metaphor, namely Noun-Noun, Noun-Verb, Noun Adjective, Intransitive-Verb, Adjective-Adjective, Intransitive_Verb-Noun, Noun-Pronuon, Verb_Pronoun. The findings showed that advertisers construct different slogan for persuading the consumers or to positively dispose toward their brand. As a form of marketing strategy, advertising ideology work and it played an important role to beautify or describe his literature, feeling and thought. Potentially to make specific product or brand name more appealing and memorable. The reason were attention getting, persuasion, innovation and creativity, prestige, technological words, to fun and memo ability cause the owner thought that tag line/branding cannot translate directly in English the message cannot deliver well consumers because English has own term in the market/business.

Keywords: Metaphor, Printed advertisement, Lexical.

*Corresponding author:

E-mail: Misdianadee29@gmail.com

INTRODUCTION

Advertising is an industry that never stops with new breakthrough, something that cannot be avoided because the most basic thing in advertising is the problem of creativity, originality and uniqueness of something fresh and new. In advertisement to persuade costumer to buy a product, advertisers usually produce more attractive language by using a figurative language.

In literature, metaphor as one of the stylistic elements does not merely coveys ideas; in addition it also functions as tool for literally writers to embellish and give colors to their works. Metaphor expresses one object, event or action as actually being another in order to make it more attractive Wood [15]

People usually find metaphor while using language in their communication which changes the real meaning of what someone wants to tell about the deviated meaning. Metaphor as one of linguistic component is also means of communicating idea interestingly, using metaphor may give aesthetic effect and make the idea communicated can be understood more clearly. In communication using direct language, sometimes cannot elaborate the ideas

Furthermore, Saragih [13] states that metaphor inherently implies two points : comparisons and uncommon representation. Firstly, a metaphorical coding involves comparisons with a emphasis on similarity such as the expression the door of his heart is viewed as having similar future to that of a house in that a house has a door and his heart also has one. Secondly, a metaphor implies an uncommon way of coding experience.

Next, Saragih [14] declares that lexical metaphor shows lexical meaning is partly referred to understand another meaning. He classified lexical metaphor into four concepts namely : noun-noun, noun-verb, noun-adjective, and noun-adjective and circumstance. In addition lexical metaphor may occur in social context, lexical metaphor in systemic functional linguistic refers to representing meaning or interpreting meaning from two perspectives.

In reality, there are many sentences use in printed car advertisements that unusual linguistic form / incongruent/ metaphorical coding that make the readers difficult to understand the real meaning of it. Therefore this study is very interesting to be discussed in

order to provide a deep understanding for readers of advertisement. For example: the slogan in Carvaganza magazine August 2018.

The slogan of 'Daihatsu Terios' ' Play your Wild side and discover your wilder adventure

Based on the data above, it can be seen that the lexical is marked by the word "wild and wilder. The word "wild" here can be said lexical because it is a metaphor in type noun-verb used in that sentence. "Wild" here can be symbolized for something that related to the jungle of course there is a comparison between objects and animals. Which refers to the product produced by the car that is described to have the similarity of a very fast speed like. So wild is commonly used to identify animals, but wild here is used for nouns or objects in the comparisons.

Lexically , 'wild 'is noun that means is living in a state of nature, not tamed or domesticated, have no rule. 'Play' is a verb that means doing something and its relates of experience.By comparing of wild with play in linguistic called unusual coding or metaphorical coding. "wild " in advertisement related to adventure and off road. This car cannot go wild if someone not play it. When you drive this car (play), you will feel that you want to do something extreme (wild) in driving.

The following analysis based on the context of situation in the slogan above :

Field   : This car's specification is for adventure purpose

Tenor   : People who like off road sport need these kinds of feelings.

Mode   : 'wild' is described as a feel that you want to do something extreme in driving.

Therefore, the researcher wants to conduct a study of lexical metaphor in the printed car advertisements with reference to systemic functional linguistic. The theory of metaphor in SFL is appropriate to investigate and analyze the unusual form of linguistic. In this case, the researcher focused on the analysis of lexical metaphor in the print car advertisement in order to readers, viewers and customers be easier to understand the message, the purpose or intend and the message that contained in the printed advertisement would be conveyed certain purposes and expected to transmit a message that would produce the same impact in order the communication can catch the meaning clearly.Also advertisers can use interesting language in the advertisement so that the consumers will know and remember it for promoting their product.   Based on the background and the objective of the study, the research problem is formulated as follows :

(1) What kinds of lexical metaphor are used in printed car advertisements?

(2) Why the Lexical Metaphor realized in the ways they are?

REVIEW OF LITERATURE

   A. Theory of Lexical Metaphor

The basic theory used in this study is the systematic functional linguistics (SFL) approach. It is a functional approach to language by M.A.K Halliday where language is interpreted with social context so that the one can begin to analyze an explanation how meanings are made in every linguistics interaction Halliday [6] states that firstly, SFL is oriented to the description of language as a resource for meaning rather than as system of rules. It means SFL concerns to the meaning of the language grammar rather than the rules of the grammar itself. Secondly, SFL is concerned with the text, rather than sentences as the basic unit through which meaning is negotiated. So the goal of SFL is not the sentences grammar, but the text grammar which related to the context. Thirdly, SFL focuses on the relation between text and system of meaning it instantiate, it means that SFL also concerns to the cohesion and coherence of the text. Fourth, SFL concerned with language as a system for construing meaning, rather   than as a conduct through which thoughts and feelings are poured. In this part SFL also orients to the function of language to organize and idea and communicate it. Last, SFL is oriented to extravagance rather than parsimony. It means SFL also developing and elaborate model in which language life. The universe and everything can be viewed in communication terms. Based on the explanation above, SFL theory is appropriate in interpreting the meaning of metaphor in printed Advertisement.

   B. Metaphor

The etymology of word metaphor comes from the Greek word metaphora which is derived from meta meaning "over" and pherein "to carry" which means to carry or to transfer something.

Semitotically, metaphor is defined as representing meaning or interpreting meaning from two sides of perspective Duranti, [5]. The term metaphor is constituted by meta which means " half" or partly as in metaphysics meaning " half physical" and anaphora or phoric meaning " referring to" or pointing as in anaphora, cataphora and exophora. Respectively meaning "pointing to the back" pointing to the front and pointing outside that is why metaphor can be described as intrinsically a second order phenomenon in language

More over Ahmadi [1] states that metaphor is the core of figurative language which is used telling something or an event literaly, but using direct comparison,direct comparison

metaphor does not use the words like or as. On the other hand, metaphor is simile which ommites the comparative words. For example "Dia dipandang bunga di dalam persukuannya" (she is to be regarded flower in her tribal). In that sentence, bunga 'flower' is a part of the plants that have beautiful colors and beautiful to look at. Flowers also a lot of people liked. Became the spotlight of citizen because of her beauty and friendliness. She is compared with the flower without using the comparative words such as like or as.

Larson [10] views metaphor by comparing it with simile :

Both metaphor and simile are figurative language. For example : he runs like wind. Simile uses the words like or as while meatphor does not use it. But metaphor also compares two things which are rewritten as simile. The comparison itself is usually related to similarity. For instance: He is a crocodile. This metaphor can be change into simile: Amir is like a crocodile.

Based on some of the opinions above, it can be understood that metaphor defined as a figurative language that used to compare two things which have similar characteristics without involve the words as or like implicitly. Generally people used metaphor in order to communicate what they think or how they feel about something or to explain what a particular thing and to convey a meaning in more interesting or creative way.

Metaphor is divided into lexical and grammatical metaphor, which lexical metaphor has been well known for long Lakoff and Johnson [9] grammatical metaphor is relatively new Halliday [6]. Along Grammatical metaphor is attached contextual metaphor.

• Grammatical Metaphor

According Saragih [13] Grammatical metaphor is the coding of a grammatical meaning as if it were another grammatical coding. Grammatical metaphor is defined as relocation or shift of wording the meaning from its usual representation to another unusual realization and there two kinds of wording, namely congruent and incongruent or the metaphorical one, Saragih [14],Congruent wording indicates that the reality is coded in its usual or common realizations, mostly called the literal meaning. Incongruent wording indicates the uncommon coding or the metaphorical coding. For example:

(a) Minah did not come to the party because her child was sick. 'Minah' is a thing and coded in a noun, while 'sick' is an event which is coded in adjective. This is a common realization so this is congruent wording.

(b) Minah's absence from the party was caused by her child illness.

' Minah's absence from the party was caused by her child illness ' is a coding as grammatical metaphorical. The metaphora clause is marked of various changes. " the conjugation of "because " is changed into verbs "caused". The verb " did not come " changed to "absece". Then the adjective " sick " change with " illness". So the meaning expression is shifted from normal to unusual.

• Lexical Metaphor

In systemic functional Linguistic (SFL) lexical metaphor refers to representing meaning from two perspectives. Moreover, Saragih [13] states Lexical metaphor shows lexical meaning is partly referred to understand another meaning. For example: the word star in the clause 'highway star' means any of the heavenly bodies, except the moon, appearing fixed luminous points in the sky at night, the quality of star itself which is shining at night, as metaphorical reasoning star means having something more than the others, or lending in every aspect from the others. But in clause Siti is a star in our class, all students like her. The star is no longer refers to 'celestial body'. Siti is not a star, she is a human being but she is considered as if she was a star.

Halliday [2] declares that the lexical metaphor is variation of wordings in which the meanings of words realized different from their congruent meanings. For example: Dianne is a snake

Lexically there is a usual, common or congruent coding of meaning in language. Congruently, the word snake in the clause the snake is crawling on the grass refers to an 'animal' or 'reptile' another way of coding experience is called incongruent or metaphorical representation. In the clause do not trust Dianne ; she is a snake. The snake no longer refers to a reptile. This is an usual way of coding experience. Dianne is not a snake; she is human being but she is considered as if she was a snake. It is implicitly understand in the metaphorical representation that Dianne is compared with a snake where some characteristics of snake are seen to exist in Dianne personalities. For example, some features or characteristic of a snake are [+having scales], [+crawling], [+coiling its body], [+being poisonous], and [+having fangs]. They are some features to Dianne. In other words, some characteristic of snake apply to Dianne. for example Dianne has characteristics of the snake [+coiling] other people by using words and [+being poisonous] in her words or expression. Other characteristic of [+having scales], [+crawling] and [+having fangs] are

not applicable to Dianne. The metaphorical clause of Dianne is a snake implies that Dianne is like a snake. Not be trusted and subtly cheating people (coiling or rounding people) and hurting others (by her poisonous words).

Based on the experts opinions above, it can be implied that the lexical meaning of metaphor is a way of describing something by calling it something else. Linguistically, lexical metaphor potentially occur in comparison. Specifically, metaphor occur with nouns compared with other kinds of words.

• Kinds of Lexical Metaphor

Saragih [8] states that lexical metaphor can be classified into four concepts namely : Noun-Noun,Noun-Verb,Noun-Adjective,and Noun-Verb/Adjective and Circumstance.

    a.   Noun –Noun

This concept is to view a feature of one noun being applied to another noun. This concept is often found in social communication For example :

    1) He lives at the foot of the mountain

Source : foot is the part of human's body, to walk and stand

Target : the lowest part of the mountain of the bottom

    2) We don't find the root of the problem

Source : plants have roots, which is the main core in the growth of a plant

Target : a problem must have a cause

    3) Try to open the door of his heart

Source : a room has a door, the way to go in or out

Target : a heart could like or reject something

    b.   Noun –Verb

The concept is to compare the verb that still relates to noun.

    1) They sailed to their expectation, their expectation is compared with sailed. It appears as if their expectation was the sea and they sailed through the sea. Other examples of metaphor with verbs compared with nouns are open your heart, smiling city, filling one's life, escalating acheivement.

    c.   Noun –Adjective

    1) The man is still green (being inexperienced), green revolution,golden age and dark life.

    2) The bright future will get by work hard and hardly effort

d. Noun –Verb /Adjective-Circhumstance

Metaphor comparing three components namely nouns,verbs or adjective and circhumstance. The formation of metaphor in this way than the three preceeding categories. These are text relevant to the three components.

1)   we are going to raise the issue to the surface.

2)   All that I say is a sweet dreams in endless waves

The word "context" is derived from "co" means accompanying going with. The context itself is grouped into two;linguistic and non-linguistic ones. Linguistics context refers to the internal context that is the forms accompanying a certain unit. Non-linguistics, it is the object or things around or social in the sense that it refers to human being Saragih, [14]

The context of situation (register) will be discussion of this thesis, mainly the lexical metaphor. The context of situation as Halliday stated can be devided into three features: Context of situation is technically termed as register. Register or context of situation is devided into three components namely, filed, tenor, mood Halliday and Hasan, [6] Field refers to what going on. tenor involves whose takes part in interaction. Mode indicates how the interaction takes place

C. Advertisement

The term advertising comes from the latin word ad-vere, which means passing thoughts and ideas to others.Advertisements are also often named with different names, in America and England they call it Advertising, while in France it is called reclamare which often known as an advertisement. The advertisement comes from Spanish, namely reclame means 're' and 'clamos'. Re means repeatedly, while clame or clamos means shouting, so that the language shouting something repeatedly or shouting something over and over again. Jaiz M, [7]

Moreover, Lee in Jaiz [7] states advertising is commercial and nonpersonal communication about an organization and its products are transmitted to an audience as targets through mass media such as television, radio, newspapers, magazines, direct mail, outdoor advertising or public transport. Kotler in Jaiz [7]declares advertising is defined as a form of presentation and promotion of non-personal ideas, goods or services by a particular sponsor that requires payment

From the elaboration above, it can be implied that advertising is a communication process that is very important as a marketing tool which is able to sell goods, provide services, ideas or ideas through the media such as television, radio, news.

RESEARCH METHOD

This study conducted by employing a descriptive qualitative research design in order to describe the meanings realize in the printed car advertisement. Bogdan and Biklen [4] describe that qualitative is descriptive where data is in the form of words or pictures rather than numbers. Furthermore, Berg [3] explained that qualitative research thus refers to the meaning, concepts, definition, characteristics, metaphors, symbols, and description of things. Furthermore Ary [2] states that descriptive research studies are designed to obtain information concerning the current status or phenomena. They are directed toward determining the nature of situation as it exists at the time of the study. It means that descriptive qualitative is constructed or the natural setting as the direct source of data.

Bogdan and Biklen [4] states that official documents data include memos, newsletters, policy document, books, proposals, code of ethnic, student's record, statement of philosophy, and news release. Based on statement above newsletters or printed advertisements is available to research.

Related to this study, it describes the type of this study is content analysis.Content analysis is defined as a systematic, replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding Krippendorf, [8]. It is the study recorded human communications such as books,websites,paintings,web pages, newspaper and laws. It is used to determine the presence of certain words or concepts within text or set of texts and it is applied the systematic functional Linguistics approach to find out the kinds of lexical metaphor in printed car advertisement.

• Data and Source of Data

The data of the research was the lexis or words in slogan of printed car advertisement which contain of lexical metaphor. In this study the source of data is taken from 'Toyota brochure', 'Carvaganza magazine on August 2018 and 'Future cars motor trend magazine' published on July-August 2018.Published by Motor Trend Indonesia, Bentley Bentayga 2018. There are 28 advertisements are collected for data.

- Instrument of Data collection

As Bogdan and Biklen [4] state that the researcher is the key instrument. It means that everything which is related to this research controlled by the researcher. This research used the printed car advertisements as source of data and data is classified into Saragih's four categories of lexical metaphor and analyzed the data with reference to context of situation in SFL theory by M.A.K Halliday.

- Technique of Data Collection

The data are collected by appliying a documentary technique. The document or printed advertisements has been   read and analyzed to find lexical metaphors meaning in advertisement. The procedures of administrating the data from the printed car advertisements as follows:

1. Collecting printed car advertisements pictures from some printed media such as brochure, newspaper, magazines, billboard etc.

2. Selecting the language used (written text) in print car advertisements contains lexical metaphor.

3. Classifying which of the lexical metaphor as noun-noun,noun-verb,noun-adjective,noun-adjective-circhumstance concept Saragih, [14]

4. Identifying the types of meanings in lexical metaphors are used in printed car advertisements.

5. Showing the data into table

6. Converting the occurences into passage and drawing conclusion

7. Printing out the data.

The data of this research is analyzed by using interactive model proposed by Miles, Huberman and Saldana [12] there are three steps that used to analyzed the data namely: data condensation, data display, and Conclusion drawing /verification.

FINDINGS AND DISCUSSIONS

It was found that there were several kinds of Lexical metaphor, they are : Noun-noun,Noun-verb, Noun adjective, Intransitive Verb-Adjective, Adjective- Adjective, intransitive Verb, Noun –Pronoun, Verb –Pronoun. The Total of Kinds of Lexical Metaphor

in Printed car Advertisements were eights of Lexical metaphor. This study applied concepts of the Systemic Functional Linguistics (SFL) which proposed by Halliday and Saragih.

TABLE 1. The Proportion of Lexical Metaphor In Printed Advertisement

Kinds of Lexical Metaphor	Number	Percentage %
Noun-Noun	8	29
Noun-Verb	9	32
Noun Adjective	4	14
Intransitive Verb-Adjective	2	7
Adjective- Adjective	2	7
Intransitive Verb-Noun	1	4
Noun –Pronoun	1	4
Verb –Pronoun	1	4
Total	28	100

Based on the research findings, it is obtained some conclusions as follows there are 28 text of slogan which words contained of lexical metaphor in printed car advertisements. it devided into eights concepts of lexical metaphor specifically, 9 (32%) for Noun-Verb,8 (29%) for Noun-Noun concepts, 4 (14%) for Noun adjective, 2 (7%) for IntransitiveVerb-Adjective, 2 (7%) for Adjective- Adjective, 1 (4%) intransitive Verb, 1 (4%) for Noun – Pronoun, 1 (4%) for Verb –Pronoun.

Since the research takes in different field of Advertising it can be conclude the research have different findings with the previous study and supported by previous theories. and findings showed that all kinds of Lexical metaphor occurred in printed car Advertisements they were : Noun-noun,Noun-verb, Noun adjective, Intransitive Verb-Adjective, Adjective- Adjective, intransitive Verb, Noun –Pronoun, Verb –Pronoun.

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