

## CHAPTER I INTRODUCTION

### A. The Background of the Study

A language is considered to be a system of communicating with other people by using sounds, symbols and words in expressing a meaning, idea or thought. This language can be used in many forms, primarily through oral and written communications as well as using expressions through body language. One of the ways of giving information through written language is through advertisement. At present, advertisement plays an important role for human being, especially in business activities. People use advertisements to promote their products so that the customers are interested to buy them.

Advertising is a commercial tool, a social language, a genre of spectator or reader experience, a technique of persuasion and has always played a great role in society. It is the form of marketing communication where the marketers promote their business or services. Just like a conversation, advertising inform, engage, entertain, and even create aspirations.

An advertisement has some texts which provide information about a product being advertised. Advertising is not just about the commercial, promotion of branded products, but can also encompass the idea of texts whose intention is to enhance the image of an individual, group or organization (Goddard, 1998:8).

Beside the general category of text, there are may be descriptive information about the product, other text serves the purpose of catching the readers' attention, typically contains of the discourse that consist of short phrases, utterances and sentences that act as a kind of slogan and finally the name of the

company and the name of product. The company's copywriters sometimes use the ungrammatical sentences, idioms, repetitions, and metaphors in their advertising texts so the readers have to create the meaning in their minds. While any readings need to consider the different perspective that readers bring, the same level of complexity often surrounds the verbal language in a text.

This study focused on the use of metaphor in *People Magazine's* advertisement of how the copywriters put the metaphor into sentences, obtain the consumers' curiosities and then turn them into an eagerness to buy the product.

Metaphor is the use of language to refer to something other than what it was originally applied to, or what it 'literally' means, in order to suggest some resemblance or to make a connection between two things (Knowles and Moon 2006). When an advertisement used persuading words to present their brand or service, they use metaphorical expressions to attract the readers.

For example:

- (i) "Let the colors **explode** on your eyes"

(Revlon's eye shadows adv. / *Cosmopolitan* 2010)

Explode here means the metaphorical expression of **bright** or **shine**. Whoever uses the eye shadow will feel beautiful because of the dazzling color of the eye shadow. By using the metaphor "explode" in the sentence, the target consumers (mostly women) will have a desire to try the product.

- (ii) "feel your hair **running free**."

(Loreal Shampoo adv. / *Cosmopolitan* 2010)

The metaphor “running free” is to show how the shampoo works on the hair and make it look great and tidy without using a hairspray. For that reason, these special expressions and their meaning in advertisements can be only understood in this circumstance.

### **B. The Problem of the Study**

As related to the background of the study, the problems of study are formulated as following:

1. What kinds of lexical metaphor are used in the *People* magazine’s advertisements?
2. What is the dominant lexical metaphor found in the *People* magazine’s advertisements?
3. What is the implication of the dominant lexical metaphor that is found in the *People* magazine’s advertisements?

### **C. The Scope of the Study**

To avoid the blur discussion to the research, a limitation will be needed as the scope of the study. The scope of the study will be limited in terms of the analysis of the phrases in advertisements, based on lexical metaphor in SFL (Systemic Functional Linguistics). There are two metaphors according to SFL, namely grammatical metaphor and lexical metaphor. This study will be focused on the use of lexical metaphor. The advertisements are taken from *People* Magazines which are published March 2011 until December 2011.

### 1.3 The Objective of the Study

In relation to the problem of the study, the objectives of the study are:

1. to find out the lexical metaphor expressions that are used in *People* magazine's advertisements.
2. to find out the dominant lexical metaphor expressions that are used in *People* magazine's advertisements.
3. to describe the implication of the dominant lexical metaphor expressions that are found in *People* magazine's advertisements.

### 1.4 The Significance of the Study

The findings of this study are expected to be useful for:

1. the students, especially for the students of English Department to enlarge their knowledge about metaphor, especially in identifying the types of lexical metaphor and the use of metaphor according to the context.
2. the readers who want to have wider horizon about metaphor, especially in its application in advertisements.
3. other researchers who want to do a depth research about metaphor.
4. the copywriters of an advertising company.