

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Language is used as a symbolic tool to achieve certain communicative aims and any utterance conveys some message is purposeful. Language also consists of three components forms they are sound/ letters, rules or grammar and meaning. Meaning itself is the referent symbolize by the linguistic element namely word, phrase and sentence for example the word 'happy is an abstract referent which symbolizes human mental state which is different form, sad, happy, frightened, disappointed or other mental states.

Meaning is used to refer to speaker' intention or the communicative effect intended. This understanding of meaning is based on the assumption that any event of language use aimed at achieving some particular purpose; so by using a language usually speakers and writers choose appropriate linguistic form that comply the communicative setting and situational context. There are seven types of meaning namely conceptual, connotative, collocative, social / stylistic, affective, reflected and thematic (Leech, 1981, p. 23). The conceptual or denotative meaning is the most significant level in associative lexical items where the lexical items describes semantic features and larger structure, furthermore refers to the situation in which is

uttered and form (example stylistic or sociolinguistic peculiarities), Next thematic meaning refers to the way of speaker or writer organizes his/her message.

The choice of language in a particular instance of usage always depends on the communicative setting, social relationships, situational and cultural contexts. An utterance conveys a mental representation which is encoded in the message with a particular communicative function which further has to be decoded and interpreted by the hearer or reader.

Furthermore, the meaning of advertising slogans is a very important communication area, where slogans are parts of communication and their message is essential for companies in the process of advertising their products and services. Slogans often play on the double meaning of words, the use of ambiguity and connotative meanings of words can lead to multiple interpretations of the slogans and can evoke humor. In daily communication, the communicator, reader or viewer expected to transmit a message that would produce the same impact, each of them is conveyed based on certain purposes in order the communicant can catch the meaning clearly, actually human being have different purposes of using language. Keraf (2007:1) states that human being always use their language based on their purpose.

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.

Advertising also represent an important part they are consist of pictures, sets of words, short films which are intended to persuade people to buy a product or use a service, or they give information, advertising an institution involving artists, writers, film directors, and being supported by the mass media. besides its basic role of promoting goods and services, new purposes, like transmitting new messages to the target public, interpersonal and family relations, the sense of happiness and contentment, sex roles and stereotyping, the fading away of cultural traditions, influences on younger generations, the role of business in society, persuasion and personal autonomy and others.

In advertisement for example, to persuade a costumers to buy a product, advertisers usually produce more attractive language by using a figurative language. Actually figurative language is used in any form of communication. Such as: daily conversation, articles, advertisement, novels, poems, etc. Perrine (1982) argues the effectiveness of figurative language is in four main reasons, first, figurative language affords readers imaginative pleasure of literary works, second it is a way of bringing additional imagery into verse, making abstract concrete, making literary works more sensuous. The third, figurative language is a way of adding emotional intensity to otherwise ,merely informative statements and conveying attitudes along with information, and the last, it is away of saying much in brief compass.

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,2006:23)

With the presence of the stylistic elements including metaphor, writers always try to maximize it to reveal their uniqueness. Metaphor also used widely in philosophy, religion, politics, commerce, history and art.

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 conveyed particularly when the ideas are abstract and out of human experiences. Ismiasari (2007) states Metaphor is defined as a figurative language which uses a word or phrase referring to a certain object or activity to replace other words or phrases so that there is similarity or analogy between both. Metaphor cannot be separated from the human life for example in the sentence 'your mouth is your tiger' there is a shift meaning component of the referent tiger such as {+ a wild and dangerous animal} {+endanger others life} to the referent mouth. Through the shifting of meaning components of referent tiger to the referent of mouth, the sentence your mouth is your tiger can be understood that human beings mouth can be as wild and dangerous as a tiger which can endanger others life if they dont keep their words.

Next, Saragih (2006 : 56) states that metaphor inherently implies two points : comparisons and uncommon representation. Firstly, a metaphorical coding involves comparisons with 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.

Furthermore, Saragih (2011) 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 used in printed car advertisements that are unusual in linguistic form / incongruent/ metaphorical coding that make the readers difficult to understand the real meaning. Therefore this study is very interesting to discuss and to provide a deep understanding for readers of advertisements. For example, the slogan in carvaganza magazine in August 2018. Can be seen below.

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

The advertisement shows, it can be seen that the lexical are 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 living in a state of nature, not tamed or domesticated, have no rule. ‘Play’ is a verb that means doing something and it related to experience. By comparing of wild and play in linguistics it is called unusual coding or metaphorical coding. “wild “ in advertisement related to adventure and off road. The car cannot go wild if someone does not play it. When you drive the car (play), you will feel that you want to do something extreme (wild) in driving.

The following analysis was based on the context of situation as 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.

The second slogan is: Ford Everest’s ‘Make **Your Own Way**’

‘Make’ is verb means to form by shaping or putting parts or ingredients together physically and mentally, to construct, fashion, create, devise, formulate. ‘Way’ is a noun that means the street or the road that can be passed by vehicles. People need the way to drive or ride their vehicles. The way is built for transportation purposes. This car can make or build its own road or way. This is impossible for a car to do so. The car needs the way, and the way has to be built by people with specific tools. Cars cannot make their own way. Through interconnectedness principle, we relate to specification of this car. From the design, this car is really made to be an off-road car. As another off-road car, this car surely can explore

Field : this car can support the drivers to try something new (Make Your Own Way).

Tenor : people who like challenges should have this car.

Mode : (way) is manner; something that we have to do in order to produce something else, so this car can support the drivers to try something new (Make Your Own Way).to produce something else, so this car can support the drivers to try something new (Make Your Own Way).

The previous research study of meaning in print advertisement was done by Ilze Oļehnoviča, Zaiga Ikere, Solveiga Liepa (2016). They analyzed the use of language from the types of meaning (conceptual, associative and thematic). Where metaphor regarded as conceptual than linguistic phenomena, they distinguished

between a conceptual metaphor mapped from the source domain to the target domain. Literal meaning is what the words actually mean to have the meaning from words they must be interpreted taking into account the textual and situational context, it depend on situation the same utterance used to communicated in different idea.

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.

1.2 The Problems of the Study

In relation to the background of the study, the problems are formulated as the following :

- (1) What kinds of lexical metaphor are used in printed car advertisements?
- (2) How are the lexical metaphors realized in printed car advertisements?
- (3) Why are the lexical metaphors realized in the way they are?

1.3 The Objectives of the Study

In relation to the background of the study, the objectives of this research are :

- (1) To investigate the kinds of lexical metaphor in printed car advertisements
- (2) To describe the linguistic realization of lexical metaphor in printed car advertisements
- (3) To elaborate the reasons for the use of lexical metaphor realized in printed car advertisements

1.4 The Scope of the Study

This research restricted to the study on the texts used in printed advertisement they are car's slogans from Toyota brochure, Carvaganza magazine and Motor Trend magazine 2018. The metaphorical aspect studies is focused on lexical metaphor in printed car advertisements rather than grammatical one. The specification of the lexical metaphor is elaborated in chapter II.

1.5 The Significance of the Study

Findings of the study are expected to be relevant theoretically and practically, where they are expected to enrich the theories of linguistics especially about lexical metaphor, specifically in the literary work or in the printed advertisements

Theoretically, the findings of the study are expected to :

- (1) add up new horizon in theoretically of linguistics, especially to the application of systematic functional linguistics and
- (2) be references for further studies related to lexical metaphor in the printed advertisement

Practically, the findings of this study are useful for :

- (1) as a reference for the student's university who are interested in studying discourse and interested in conducting any further studies in lexical metaphor
- (2) The readers can enlarge they knowledge on theories of identity metaphorical meanings in printed car advertisements to get some information to provide new contribution in advertising discourse.
- (3) The readers can understand how advertisers use language especially in printed car advertisements in constructing the language use, it is hope that the result of the study will contribute for others by using varieties language of written discourse to enhance marketing strategy
- (4) The costumers will get an understanding how the advertisers use metaphor in language use to construct the modern identity and why metaphorical meanings occurs in marketing product especially in printed car advertisements.



THE
Character Building
UNIVERSITY