

METAPHORICAL AND PERSUASIVE LANGUAGE IN THE ADVERTISEMENTS OF THE *TEEN VOGUE* MAGAZINE

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Abstract: The challenge of making print ads is to choose the best marketing approach for the product or brand that is advertised. Another imaginative approach that can be used to render print ads in magazines is a metaphor. Using descriptive qualitative research using the theory of conceptual metaphor by Lakoff-Johnson as well as Keraf, this research searches for: a) what are some types of metaphorical and persuasive classifications that often appear? and b) what the relationship between metaphorical and persuasive language styles is? Based on data analysis, six metaphorical data and 15 persuasive data were found from 27 data from the Teen Vogue magazine, May 2012 edition. The results also showed that there were two structural metaphors, four ontology metaphors, and one orientation metaphor. The type of metaphor that often appears is ontology metaphor. While the type of classification of persuasive methods that appear shows there are eight methods of suggestion, three methods of rationalization, two methods of compensation, one method of replacement, one method of projection.

Key Words: semantic; advertisement; meaning; metaphor; persuasive

Introductions

The use of metaphors will always be in everyday life. Like language, metaphor is also a communication tool that uses not only in literary work but also in newspapers, advertisements, television. "Persuasive Metaphors are in our ordinary ways of thinking, speaking, and acting" (Lakoff & Johnson, 2008). Metaphor can be used for specific purposes that depend on the situation, and therefore, advertising is one of the media that typically use metaphor language for specific purposes and meanings. Advertising is one of the main tools used to promote a product and brand. According to Shimp (2007, p. 240), the definition of advertising is a form of communication mediated and paid for by an identifiable source (such as the manufacturer of a product and brand), designed to persuade recipients of advertisements (consumers) to take specific actions (such as buying products advertised) today or later today. Advertising can be an effective way to spread the message, both to build brand preference and to educate consumers, and if well designed and executed, advertising can increase brand equity and influence sales and profits (Kotler, 2009, pp. 526, 529). The primary purpose of creating print advertisements in magazines is to attract readers' attention, encourage them to think about the advertised brand, and overall make the reader involved in the ad. Two main things can hinder the achievement of this goal. First, the number of advertisements shown in magazines is getting bigger. Second, the reader's attention can be left by the contents of the magazine itself until the reader skips the ad so as not to interfere with their reading activities (Shimp, 2007, p. 415). This can cause the advertised brand to be neglected and make consumers easily ignore and even forget about the ad (Kotler, 2009, p. 529).

A. Understanding Metaphor

Metaphor is a form of figurative language that associates things (phrases, concepts, objects) with other things, where they are not usually associated with one another. Metaphors have been widely used in print advertisements. Magazines are excellent media for displaying advertisements with metaphors because magazines are physically present in the readers' environment and are often stored for a long time. This allows the reader to open the magazine again and see the ads contained in it at any time. Metaphors contained in magazine advertisements can be in the form of headlines, images, and a combination of both (Shimp, 2007, pp. 88, 414). Often, in (used) car advertisement, visual images can set a goal to invite people

reading the ads that the cars' qualities in details. The older the car, the longer and the more detail metaphors found in the ads (Sariah, 2017). Visual metaphors seem to be popular in car advertisement found in the Indonesian context as it offers unique selling proposition among other car-selling competitors (Suprpto, 2018).

According to Keraf (2004, p. 136), metaphors are included in the style of figurative language. This style of language is first formed based on comparisons or equations. Comparing something with something else means trying to find traits that show similarities between the two things. Comparison contains two meanings, namely the understanding included in the style of plain or direct language such as "He is as smart as his brother." Whereas the other form is a comparison form, which is included in the figure of figurative languages, such as "His eyes are like an eastern star." Based on this example, we can see the difference between direct language style and figurative language style. Ordinary or direct comparisons include two members belonging to the same class of words, while comparisons in the form of figurative language include two things included in different word classes (Keraf, 2004, p. 136).

Knowles and Moon state that metaphor is "... the use of language to refer to something other than what is initially applied to, or what it 'literally' means, in order to suggest a relationship or make a connection between the two things " (Knowles & Moon, 2006). We can define that metaphor is the knowledge of language to represent something that is not only what is supposed to be applied or literally to show some similarities and interrelationships between them (Knowles & Moon, 2006, p. 3). Metaphors are also non-literal or figurative, which express comparisons between two things implicitly (2006, p. 6). They also state that there are two types of metaphors, namely, creative metaphor and conventional metaphor.

1) Creative metaphor is a metaphor used by writers or speakers to express their ideas and feelings into writing so that the writing becomes more easily understood by the reader. This metaphor displays a new expression based on the reality that exists and is usually found in literary works.

2) Conventional Metaphor is a metaphor that is no longer new, and this type of metaphor has lost its characteristics as a metaphor because this metaphor is often used and then incorporated into everyday vocabulary. Conventional metaphors are also often called dead metaphors (Knowles & Moon, 2006, p. 6). Their theory on metaphor recommends three things that must be considered to analyze one, namely: (a) metaphorical words or phrases; (b) metaphorical meaning; and (c) relation or relationship between two things compared. In analyzing the metaphor, these three components are needed, namely metaphor/vehicle, meaning/topic, and connection/grounds. In this concept, metaphor/vehicle is a word or phrase that has a metaphorical meaning. Meaning/topic is the metaphorical meaning that the writer intended, not the literal meaning. Connection/grounds are relationships between literal meals and metaphorical meanings. Through connection/grounds, we can find out what meaning we want to convey and what prototypes we want to transfer to meaning/topic, related to the literal meaning of metaphor/vehicle or metaphor. Examples below show the meanings which can be conveyed from the simple word 'mountain' (Kövecses, 2010, p. 146):

Context:	be prepared for a <i>mountain</i> of paperwork
Metaphor:	mountain
Meaning/topic:	a large amount
Connection/grounds:	ideas of size, being immovable and difficult to deal with

To give some ideas about what is meant by a concept to metaphors and concepts in daily activities, Lakoff and Johnson (2008) provide examples with the Argument War. They are them, and the sentence enters into our lives through expressions expressed every day. In arguing, say there are two people, of course, there are two people who win and lose. This is like a war, where there are people who win and lose. Then we plan to use strategies to attack (Lakoff & Johnson, 2008, p. 4).

Based on Lakoff-Johnson's theories, the types of metaphors are divided into three, including structural metaphor, orientational metaphor, and ontological metaphor. The following is a detailed explanation (Lakoff & Johnson, 2008, p. 14):

(a) *Structural Metaphor*. Structural metaphors are concepts that are formed metaphorically using other concepts. Structural metaphor can also be defined as a metaphor that expresses abstract concepts into concrete concepts. In the example of the War Argument, where the source domain is war, and the target domain is an argument (Knowles & Moon, 2006, p. 33). There is an example of another structural



metaphor concept; namely, Time is Money (Lakoff & Johnson, 2008, p. 8). Below is a sample sentence from the concept of Time is Money:

You're wasting my time
(you waste my time)
I don't have the time to give you
(I have no time to give to you)
This gadget will save your hours
(this gadget will save your time)

From the examples of sentences that can be known naturally, our everyday expressions are influenced by metaphorical concepts that form naturally in our minds. Indirectly, the meaning of time itself is associated with money. From the example sentence there are wasting, have (have), save (save) that explain that money is something valuable and unlimited, so that it is managed and regulated correctly so as not to be wasted, these traits refer to money where the money is something valuable and limited. So, Time (time), which is the realm of the target, specified to be Money (money), which is the realm of the source, because of the nature of money that is present at the time, thus giving rise to similarities between the two.

In order to prove the phenomenon of the concept of metaphor, Time is Money, we can see from this modern life, where every job is calculated by the time used and is something valuable; this makes it pay someone with hours, weeks, or years. Then like we pay laborers, telephone, electricity bills, based on the time that will be calculated by the amount of money.

(b) *Oriental Metaphor*. Oriental metaphors are metaphors related to space and place that can be determined through human physical experience, such as up-down, in-out, front-back. This metaphor begins with the fact that we have a body that can function in a physical environment (Lakoff & Johnson, 2008, p. 14). Example:

Happy is up

The happy concept is the orientation of up that refers to English speech-like, 'I'm felling up today' (I feel excited today). The sentence implies that the use of the word up gives a positive impression, namely happy. Then there are opponents of the word up, which is down, which gives a negative impression. Example sentence: 'I fell into a depression' (meaning that 'I'm stressed') (Lakoff & Johnson, 2008, p. 15). Here is another example of orientational metaphor:

Conscious is Up; Unconscious is Down

Get up
(get up)
He rises early in the morning
(he wakes up very early)
He fell asleep
(he falls asleep)
It's under hypnosis
(he is under the influence of hypnosis)

The sentence above is a metaphorical concept of Conscious is Up; Unconscious is Down, which clarifies a person's activities in a conscious state he will wake up and stand alone. Whereas, when someone is unconscious, he will sleep and not be energized.

(c) *Ontological Metaphor*. Understanding our experiences through objects or substances can take certain aspects of our experience to become an entity that has its characteristics. Ontological metaphor is a metaphor that converts an event, activity, idea, and emotion into an entity (Lakoff & Johnson, 2008, p. 25). If we identify our experience as an entity or substance, we can refer it to something, categorize it, combine it, and measure it. The following is a concept of ontological metaphor (Lakoff & Johnson, 2008, p. 28):



The Mind is a Machine

My mind is just not operating

(my mind is not operating)

Boy, the wheels are turning now! I'm a little rusty today

(hey, the wheels are spinning now! I'm rusty today)

We've been working on this problem all day and now we're running out of stem

(we've been working on this problem all day and now we're steamy)

The sentence above is a concept of ontological metaphor; namely, The Mind is a Machine. This metaphor provides a concept to the mind that has an on-off button, level, productive capacity, internal workings, energy management, and managing conditions. So that activities, ideas, and emotions can be transformed into an object or entity using the concept of ontological metaphor (Lakoff & Johnson, 2008, p. 28). This type of ontological metaphor includes personification. Because personification is something that is not human do activities like humans (2008, p. 33). In personification, entities in the form of inanimate objects, both abstract and concrete objects are used and treated like human beings with all aspects of their activities.

B. Metaphor and Advertisements

Print advertisements that use metaphors are one form of marketing communication business made by marketing actors in the consumer environment (Ang & Lim, 2006). Peter & Olson (2009) stated that consumers would respond to various kinds of stimuli contained in their environment, including advertising as a marketing stimulus. Ad makers will undoubtedly try to create ads that consumers like. This corresponds to the statement that advertising is made so that consumers have a favorable attitude towards the ad itself (Belch et al., 2008, p. 125). Ang & Lim (2006) reinforce this statement in their research that shows advertisements with metaphors produce attitudes toward ads that are more positive or profitable than similar advertisements that do not use a metaphor.

1. Persuasive.

In the Indonesian dictionary, persuasion is defined as a subtle persuasion (*The word "persuasi,"* n.d.). Persuasion is a communication that is used to convince and influence others. Through persuasion, each tries to influence the beliefs and expectations of others. Persuasive, in principle, is an effort to convey information and interact with humans in conditions where both parties both understand and agree to do something extraordinary for both parties. When communicating with others, each hope that the message delivered can be understood and trusted.

According to Keraf (2004, p. 118), it is a verbal art that aims to convince someone to do something the speaker wants at this time or in the future. Because the final goal is for readers or listeners to do something, then persuasion can also be included in ways to make decisions. Those who accept persuasion must get confidence that the decisions they make are the right and wise and are carried out without coercion. The persuasion method (Keraf, 2004, p. 124) includes:

- (a) Rationalization. Rationalization is a persuasion technique can be limited as a process of using reason to provide a basis for justification to a problem, where the basis or reason is not a direct cause of the problem. The truth discussed in persuasion is not an absolute truth, but a truth that only serves to lay the foundations and smooth the way so that desires, attitudes, beliefs, decisions, or actions that have been determined or taken can be justified.
- (b) Identification. Because persuasion tries to avoid conflict situations and hesitations, the speaker must analyze the audience and all the situations he faces carefully. By analyzing the audience and the whole situation, the speaker can quickly identify himself with the audience. The author identifies himself as a close party, siding, and fighting for the interests of the reader. For example, in the campaign, the speaker identified himself as an oppressed party like his audience.
- (c) Suggestions. A suggestion is an attempt to persuade or influence another person to accept a particular belief or establishment without giving a logical basis of trust in the person who wants to be influenced.
- (d) Conformity. Conformity is a desire or an action to make oneself similar to something else. Conformity is a mental mechanism for adjusting to or conforming to something desired.
- (e) Compensation. Compensation is an action or an outcome of an effort to find a substitute (substitute) for something that cannot be accepted or an attitude or condition that cannot be maintained. An attempt to find a substitution occurs because the original action or condition has been frustrated. The substitute

sought must be a matter that has not been involved or has not been included in the original matter or condition.

- (f) Replacement. Displacement is a process that attempts to replace an intention or thing that experiences obstacles with a purpose or other thing which also replaces the original emotion of hatred, or sometimes the emotion of genuine love.
- (g) Projection. Projection is a technique to make something that was a subject to become an object.
- (h) This phenomenon shows the need for more considerable attention to the creative strategy of creating print ads.

Creative strategy is how marketers translate the messages of an advertisement in the right form of communication. The success of an advertisement depends on how the sub-message of the advertisement is expressed (Kotler, 2009, p. 504). The challenge in the creation of print ads lies in choosing the right creative strategy for the product or brand that is advertised. One creative strategy that can be used in making print advertisements in magazines is a metaphor. Therefore, the goals of this research: a) what are some types of metaphorical and persuasive classifications that often appear?; b) what the relationship between metaphorical and persuasive language styles is?

Method

This study uses a qualitative approach to determine the meaning and type of metaphor contained in the May 2012 edition of *Teen Vogue* magazine (*Teen Vouge*, 2012). The research challenge used in this study is semantics by using metaphorical theory, according to Knowles and Moon (2006), together with and Lakoff & Johnson (2008). The process and steps that the author takes in preparing and recording data are as follows:

- 1) Data collection from data sources containing metaphor and persuasiveness.
- 2) Record all data and classify metaphors and persuasively on 27 data obtained from data collection.
- 3) Perform a reduction process by categorizing 27 data that contains metaphor and is persuasive with those that do not contain metaphorical and persuasive
- 4) Perform a reduction process by categorizing based on the maximum number of each product brand from 6 data containing metaphor and 15 persuasive data.
- 5) Research 6 data containing metaphors and categorize each data according to the type of metaphor found and 15 persuasive data.

The following are the technical steps for checking the validity of the data in this study, namely:

- 1) Data collected has been translated into Indonesian.
- 2) Search for the literal meaning of the ad word, phrase, or sentence.
- 3) Describe the context contained in the data.
- 4) Analyzing words, phrases, or sentences in the advertisement in the magazine containing metaphors.
- 5) Look for the true meaning of words, phrases, or sentences that are found as metaphors.
- 6) After finding a metaphor, determine the metaphor/vehicle, meaning/topic, and connection/ground.
- 7) Determine the meaning of the metaphor of data that have been found based on the Large Indonesian Dictionary.
- 8) Identify the relationship of meaning between literal meaning and metaphorical meaning.
- 9) Group the types of metaphors according to the theory of Knowles & Moon and Lakoff & Johnson.

Result and Discussions

1. Metaphor

Tabel 1. Sentences with metaphor

Kind of Metaphor	Metaphor words	Metaphor Sentence
Ontologic	Evolution	Evolution of smooth
	Rose	With the rose luminescence of a sunrise
	Sea	Let the sea set you free
	Deck	Prep it up in the season's splashy deck shoes.
	Graduate	Graduate into the big league with these covetable cool collector's pieces (Teenvouge.com, 2012)
Orientalional	Cherry	Think of my luxe effects as the cherry on top.
Structural	Capturing	Capturing the light of dawn

2. Persuasive

Tabel 2. Metaphor in Persuasive Sentences

Method of Persuasive	Persuasive Sentence
Suggestion	Apply with Dual-End Liner & Smudger Brush. Play with a collection of 7 liner shades and perfect your look with new harmonies of Color Design palettes.
Suggestion	Wear them over one of my gorgeous nail colors, and bring bling to a new level.
Rationalization	Can't get away from your acne? Now you can.
Suggestion	Exclusive felt tip. Never dries. Never skipped. Master the refined line
Suggestion	Star quality
Suggestion	Visibly clearer skin in as little as 12 hours.
Suggestion	Helps keep your period.
Suggestion	Hair free...for up to 8 weeks!
Rationalization	Anti-Hassel, Anti-Drama, Anti-Acne.
Suggestion	Rock your curls
Projection	Dior addict be iconic.
Compensation	Shapely brows so natural.
Compensation	Now, a bouncy texture creates our freshest flush ever.
Replacement	Don't get stuck with a sticker.
Rationalism	Why can't powerful sunscreen feel great on your skin? Actually, it can.

Conclusions

After analyzing and identifying, it can be concluded that the most dominant use of metaphor in the May 2012 issue of *Teen Vogue* magazine advertisement is an ontological metaphor that converts an event, activity, idea, and emotion into an entity while the most dominant persuasive method is the method suggestion

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