

HALAMAN PENGESAHAN SKRIPSI

**AN ANALYSIS OF METAPHORS ON NATURAL
ADVERTISEMENT**

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CHAPTER I INTRODUCTION

1.1 Background of the Study

The widespread use of English in various fields such as business, education, science, technology, and communication is not a secret. In this era, someone with the ability to master English is an important skill to increase privileges in the world of work and increase global awareness. English, an international language that essentially connects people has been one of the top priorities in the last few periods. As a global language, various human activities, one of them is advertising, can be reached by people from multiple backgrounds and countries. Advertisements, especially advertisements on YouTube use English as the main language on the platform. This is due to the global nature of YouTube being able to reach different countries worldwide, so the use of the English language allows advertising to be accepted by a wider audience.

The purpose of analyzing the English used in the advertisement is to understand how the language is used for communication purposes. Through this analysis, English learners can expand their vocabulary, understand effective sentence structures, and learn distinctive or common language styles in commercial contexts. The impact on English language learning includes understanding the appropriate use of language in various communication stations and improving reading and understanding skills in nature-focused texts. In addition, this analysis can expand their knowledge of specific vocabulary in environmental contexts and enrich their understanding of environmental issues that are being related.

Advertisements on the characters are delivered through two mass media channels, that is social media, such as newspapers, magazines, brochures, and billboards, and electronic media

such as radio, television, movies, and gadgets. However, several types of advertisements often appear in various media. Such as product advertisements and public service advertisements that aim to provide information. Several types of social media, that is: Instagram, Facebook, WhatsApp, TikTok, YouTube, Twitter, LinkedIn, Flickr, Blogspot, and other. Where, in this case, the social media used in advertising is YouTube. The YouTube application is one of the applications in which there is content in the form of various videos, such as vlog videos, music videos, podcasts, learning videos, tutorial content, news, and even advertisements that can be accessed by all audiences. In this study, the author uses YouTube as a source of data because this application has subtitles in all languages in the world, making it possible for everyone to reach it. In addition, YouTube can also be accessed more easily anywhere with the help of gadgets or other sophisticated media without having to watch it on television which should only be able to be used at home or in places with limited coverage.

Natural advertising's primary aim is to raise public awareness and comprehension of environmental issues while also encouraging sustainable behavior. In addition, natural advertisement focuses on providing information and education to the public about environmentally friendly ways of life. These advertisements can provide insights into an individual's impact on the environment and offer solutions that can be adapted to create positive change. Individual impacts certainly come from the behavior of each individual towards practices that involve nature. Through powerful messages, natural advertisement can mobilize environmental protection movements, or call for policy changes.

It not only serves as information but advertisement also complex form of communication art. To create complex communication, several elements are needed in advertising. These elements create a connection between advertising and the public which in the end can be

conveyed to the public well. The utilization of metaphors is one of the most significant factors in advertising. The use of metaphors in advertising has been the subject of interesting study in a variety of fields, including linguistics, psychology, and marketing. In linguistic frameworks, metaphors are used as a figurative expression tool that can change the way audiences understand, permeate, and capture the meaning of the messages in advertisements.

In addition, from a psychological point of view, the use of metaphors can evoke emotions, create an emotional bond between the advertisement and the audience, and form a deep perception. On the other hand, advertising also has the property of persuading, informing, explaining, and even being able to master the thinking of the public. In the creation of advertisements, there are several preparations made by advertisers. Metaphors are a form of figurative expression that is used to convey messages more creatively and persuasively. In the context of advertising, the use of metaphors has a very vital role in voicing environmental or social issues to the public. By utilizing metaphors, advertising can create a visual image or a strong concept of the need to protect nature or understand community services.

Metaphors can also help build awareness and empathy for these issues and encourage positive actions from the community in protecting the environment or supporting community policies towards the environment. In natural advertisement itself, metaphors are often used to create a strong and impressive image in the minds of the audience or consumers. This increases the appeal of the advertisement, makes the advertisement memorable, and amplifies the message conveyed. Advertisement has a distinctive use of language styles whose goal is to grab the audience's attention. Metaphor analysis in advertising can provide in-depth insights into the communication strategies used by advertiser marketers to build brand image, capture consumers' attention, and influence audience decisions. Thus, metaphors not only enrich the advertisement

but also help achieve the desired social or environmental goals in a more persuasive and inspiring way.

In essence, metaphor is one of the language techniques that is often used in advertising to convey a message creatively and convincingly. In practice, metaphors in advertising can be in the form of parables, analogies, or figurative images that relate the advertised or service to other concepts or situations that are more familiar or emotional to the audience. By choosing the right and relevant metaphors, advertisements can create visual experiences to influence audience behavior. Therefore, the use of metaphors in advertising is an effective strategy to attract attention, communicate the services provided, and form a closer relationship between the advertisements that are delivered to the public.

The metaphor analysis of natural advertisements from YouTube applications collected is the main subject of this work. Additionally, this study look into the types of metaphors that are employed in natural advertisements and how they are used. Furthermore, the primary objective of the inquiry is to deepen the understanding of the use of metaphors in language to communicate deeper and more complex meanings. Through the metaphor analysis process, the author can reveal the meaning expressed by the speaker, in this study is the advertiser. This research paper present an in-depth analysis of the use of metaphors in natural advertising. The goal is for readers for better understanding how messages about natural advertisements are conveyed through metaphorical language. In other words, metaphor research on natural advertisements can provide deeper insights into the use of metaphors in conveying environmental messages more effectively.

In this study, the author used Leech's theory which states that metaphor is the use of language in a poetic way and contains rhetorical value. In natural advertisement used as a data source, the author found that the delivery of advertisements was carried out with unusual and non-monotonous advertising. In other words, the delivery of natural advertisement uses a beautiful language style and poetically like the ideas conveyed by Leech regarding metaphors. Leech grouped the metaphors into four, such as concreative metaphor, animistic metaphor, humanizing metaphor (anthropomorphic), and synaesthetic metaphor. In the natural advertisement, the author found several metaphors consisting of words, phrases, clauses, and sentences. In this research, the author found several metaphors on data source, one of them is *I inspire fascination for most*. This sentence is a sentence falls into the category of metaphor because of gives human verbs, that is "inspire" on an inanimate object, which in this sentence is the sea. The sea is a place of natural beauty where many people often spend time at sea to calm their minds. The sea also depicts a free and expansive mind. Second, *I am a lion with the crown respected*. Author found that this sentence falls into the category of metaphors because "lion" symbolizes as the king of the jungle who is respected by other animals. Just like life is described as something that must be appreciated, respected, and upheld by humans.

The author focused on metaphor analysis on natural advertisement. A metaphor is a way in which the writer or speaker conveys an idea using more interesting language, that is with expressions that different from the meaning of what is expressed. The necessity of an extensive understanding of the function of metaphors in advertisement, particularly in the context of semantics, is the basis of this research. By digging deeper into how metaphors are used and understood, this research is expected to contribute to the understanding of advertising communication strategies through the use of metaphors. Based on the understanding of experts,

it is stated that the use of metaphors can attract the attention of listeners/audiences. Although natural advertisements contain metaphors, this does not seem to provide maximum encouragement to viewers to change environmental conditions for the better. Environmental problems are a challenge due to the lack of public awareness and concern for the natural environment. This can be seen from the dumping of rubbish in rivers or ditches, as well as the excessive use of fuel seen from the number of vehicles passing by. In fact, there are still many environmental problems. Meanwhile, natural advertisements have used metaphors that are expected to make an impression on listeners/viewers. Therefore, the author is eager in conducting a study with the title "An Analysis of Metaphors on Natural Advertisement".

1.2. The Problems of the Study

The formulation of this study are as follows:

1. What types of metaphors are used in natural advertisement?
2. What type of metaphor is dominantly used in natural advertisement?

1.3. The Objectives of the Study

Based on this background of the study, the objectives of this study are:

1. To identify the types of metaphors in the natural advertisement;
2. To describe the dominant types of metaphor used in natural advertisement.

1.4. The Scope of the Study

In this study, the author analyses the use of metaphors in the discourse of natural advertisements on YouTube. This research uses Leech's theory (1984) that metaphors are

divided into four categories, that is concrete metaphors, animistic metaphors, humanizing metaphors, and synaesthetic metaphors.

1.5. The Significances of the Study

By understanding metaphors in advertising through a linguistic approach, this research can help to complement and deepen a theoretical understanding of the role of metaphors in communication. This research also provides practical insights into several things, including:

1. Theoretically, the results of this study can provide information and be useful for readers in increasing their knowledge of analyzing and interpreting the implied meanings in the advertised natural advertisements.

2. In practical terms, this research is expected to benefit from:

- a. Author, gain experience during the research process in metaphorical analysis and strengthen the writer's writing skills.

- b. Linguistics students, help develop careful textual analysis skills and enrich students' knowledge as well as a reference for organizing further research related to metaphorical analysis.

- c. English teachers, can help stimulate students' critical thinking skills in identifying hidden meanings in word groups and be a source of inspiration to develop relevant and engaging teaching with a focus on the use of metaphors.

The basic principle behind metaphors is an indirect or implicit shift in meaning. The usage of words or phrases that are broadly connected to a situation or domain, we can explore domains or describe ideas or experiences that may be difficult to express directly. Therefore, metaphors not only serve as a means of conveying information, but also as a stimulus for deeper

understanding, inspiring imagination, and giving a more vivid impression or picture of the meaning contain words.

CHAPTER II LITERATURE REVIEW

2.1 Theoretical Framework

A review of the theoretical framework is relevant to this study. The existence of research on a certain topic requires a deep understanding of the topic raised. Therefore, the existence of theories that can explain a concept or term that has relevance to the research is needed. The reader's understanding and theoretical concepts must be able to be clarified and elaborated through clear and appropriate discussions and elaboration. The following section discusses some theories on the research topic.

2.2 Language

Language is made up of symbols, words, sounds, and grammatical rules that are organized to provide a comprehension of the language's meaning and message. Language, based on Functional Systemic Linguistics (LSF), is a type of social semiotics that operates within a cultural environment and is utilized both verbally and in writing. Language is a means of communication between members of society that employs sound signals generated by human speech devices and covers two domains. Subsequently, the sound is established and its associated significance or meaning (Rina, 2017:5). Our sense of hearing is stimulated by vibrations or sound. Furthermore, meaning is the aspect of sound that makes us respond to what

we hear. In line with that, Bonvillain (2019:1) defines language as an internal human part that becomes the main tool for interacting with others. Speakers use language to express to listeners their intentions, emotions, desires, and thoughts.

2.3 Semantics

Leech (1981:320) stated that the study of semantics is concerned with providing a systematic account of the nature of meaning. Semantics is the level of linguistic analysis at which meaning is explored or analyzed. Semantics involves examining how meanings are understood and interpreted by speakers and listeners. In addition, semantics also examines how words can change depending on the context of the sentence spoken by the speaker, as well as the relationships between words that can form more complex meanings. Basically, semantics focuses on analysis that focuses on the indirect meaning of words, phrases, sentences, or texts. The human ability to reason logically and comprehend things is intimately linked to meaning. As a result, when we attempt to examine meaning, what we are doing is attempting to grasp and assess our mental capacity.

2.3.1 Figurative Meaning

Figurative is one in which the speaker's meaning (what the speaker wishes to accomplish through a speech) differs from the literal meaning of the speech (Stowe et al., 2022:2). All languages harness figurative extensively because they mirror human thought patterns, including common experiences. Figurative is similar to speech that employs nonliteral expressions. Figurative is also frequently used to subtly or artistically communicate concepts or feelings. By conveying thoughts or using words in literary works, authors can employ language to achieve aesthetic value through the use of figurative.

Basically, authors use figurative language to create imagination in the literary works they create. The incorporation of figurative language boosts the substance or subject since it frequently emphasizes, expresses, or clarifies. Figurative is a language style used by speakers or writers to convey messages imaginatively with the aim that readers are influenced by the language style conveyed (Simatupang et al., 2023:1). There are so many variations in language that make the language style different (Dewi et al., 2020:2). The use of language style is intended to obtain an aesthetic effect or beauty that can increase interest for readers or listeners. Furthermore, language style is a way for authors to convey or express thoughts via beautiful language, which is frequently utilized to improve the aesthetic appeal of a literary work (Aritonang et al., 2020:3).

Generally, figurative is often encountered in literary works such as poems, short stories, plays, songs, rhetoric, and even everyday conversations. For example, in Lana Del Rey's song titled Young and Beautiful with the lyrics "He's my sun, he makes me shine like diamonds", where the word sun has the same concept as light, which is light, luminous, hot, blazing, or in other words juxtaposed with passionate love. And shine like diamonds has the same concept as bright, precious, radiant, valuable, or in other words same with happiness or feeling loved.

There are types of figurative. Gibbs and Colston (2006) classify figurative into several types.

- a. Personification: A style of language that portrays emotional or human features in inanimate objects or non-human beings.

Example: "Leaves dancing in the air."

Based on the example above, it can be seen that leaves are inanimate objects that obtain human activity, that is *dancing*.

- b. Simile: A style of language that creates comparisons or comparisons by using the word "like" or "like" to equate two things that are not similar.

Example: "The skin is soft and clean like cotton".

In the example, the leather is equated with a different object from what is equated, but between soft skin, it is the same as clean and soft cotton as well.

- c. Irony: An expression that is a subtle insinuation by saying the opposite of the fact.

Example: "I love this dish so much that I immediately get full without eating it".

The following example is one example that is inversely proportional to what it really is. The actual dish looks unappealing or very unappetizing which makes the person lose their appetite.

- d. Metonymy: The use of comparisons between two things that have proximity or linkage to each other.

Example: "She applied Babi before leaving the house."

Based on the following example, it is stated that someone uses *a pig*. *Babi* is an Indonesian word that means Pig. Based on the example, *Babi* is one of the beauty products, that is Sunscreen made in China.

- e. Hyperbole: A style of language in which the delivery is exaggerated and contains an unliteral meaning.

Example: "His words sound like a sharp knife piercing".

The example above is one example that refers to someone who utters hurtful words. And *a sharp knife piercing* is a term that expresses the pain felt as a result of hearing the person's words.

- f. Paradox: An expression that states something logically contradictory, but in fact contains the truth.

Example: "His face looks straight but in fact, he is a very friendly person".

In the example, a fierce face is a phenomenon that is seen directly, but the fact that the person with the fierce face is really friendly.

- g. Allusion: The use of a brief reference to a place, person, object, or work of art that is commonly known in a culture or related matter in the past.

Example: "He's a genius, I think he's a descendant of Albert Einstein".

Based on examples, it is stated that there is someone who has a genius like Albert Einstein who was a genius scientist in the 20th century.

- h. Synekdoke: The use of a style of language in which a part of something is used to represent a whole or a whole is used to refer to a part.

For example: "The hotel service amazes me".

In the example, *the hotel service* is part of the hotel itself. That means the service provided by the hotel indicates that the hotel makes its customers feel amazed.

- i. Dead Metaphor: A style of language that is commonly used in everyday interactions so that the creative impression or original meaning is lost.

Example: "Burning passion".

From the example, *passion* gets the addition of *burning* which makes the true meaning disappear, because the example above is one of the daily activities, where a person feels excited about doing something.

- j. Metaphor: The use of language styles by comparing two things that are different, but actually have certain similarities:

Example: "Leaders are a solid pillar of support for the organization".

Based on the example above, *solid pillars* are expressions used for someone who is the most capable, strongest, and most reliable person in leading an organization.

The value of using figurative creates a rhetorical effect that captivates listeners/readers. Figurative refers to the art and skill of the speaker in expressing words beyond their literal meaning to give an extra dimension to communication. In addition, the use of figurative also aims to provide a more vivid picture for the reader even though the delivery of the meaning is done by the speaker indirectly. Thus, in figurative, a word, phrase, or sentence has a meaning different from the literal meaning of the words that make up it. The creativity of the speaker in conveying the message not only stimulates the imagination of the listener but also allows figurative to be transmitted to other speakers who ultimately belong to all speakers in the language community concerned with each other.

2.4 Metaphor

Kövecses (2002:3-5) defines metaphor as a figure of speech in which one object is compared to another by claiming that one is the other and is used for artistic and rhetorical reasons. Metaphor is a type of figurative language that is an explicit comparison where two things are compared to identify or replace one with the other (Irpan, 2018:2). Metaphor is a type of language style that is used to equate or compare something with another. In another word, metaphor becomes a figure of speech that is used to describe something by associating different things without using the comparative word "like" or the word "like". Metaphor is one of the styles of comparative language that is usually encountered in everyday life, both directly and indirectly.

In everyday life, metaphors have a significant role in the human communication process. Metaphors are used to describe situations or feelings that are complex and difficult to express directly. By utilizing metaphors, they can expand their understanding and emotional depth towards a concept or experience. Furthermore, the use of metaphors can also increase creativity in communication. Thus, metaphors become an effective means to enrich interactions and relationships between individuals in daily life.

Metaphor involves talking and most likely thinking about one thing about another, where the two things have differences but there are similarities or correspondence that can be seen between the two. By using metaphors, messages rich in meaning can be conveyed through something that cannot be fully explained using formal or standard language. In linguistic mechanisms, metaphor is a rhetorical figure used to describe a concept in a literal or direct way.

Lakoff and Johnson (1980:4) mentioned, "*Metaphor is pervasive in everyday life, not just in language but in thought and action*". That means, not only does the world of language or literature have metaphors, but also in real life or an experience that is really seen by the eyes and heard by the ears. The Conceptual Theory of Metaphor (CMT) proposed by Lakoff and Johnson, with the argument that the expression of metaphor is the linguistic surface realization of the concept of metaphor in the human cognitive system.

Metaphor is usually thought to be a quality of language alone, rather than intelligence or action. Our usual actions or thoughts are essentially metaphorical. So, in every action, every thought or perception has its types of metaphors that make up the action or thought. Lakoff (1980:2) also added that for some people, metaphors are a tool of poetic imagination and the development of rhetoric which is an extraordinary problem compared to ordinary language. In

addition, metaphors are usually seen as ordinary characteristics that are only words and not thoughts. Lakoff (1980:5) stated that not only through action and thoughts, metaphor also entails understanding one domain of experience, love, through the lens of a quite different domain of experiences or journeys.

From another perspective, Zazie and Harisson (2008:490) argue that metaphors are everywhere because they are often used in conversations to conclude an idea or to introduce a new idea. Metaphors are obtained by comparing one thing with another and between the two things there are usually similarities (Munif, 2021:4). Forms of language with figurative/nonliteral meanings of equations or comparisons are characteristic of metaphors (Icuk & Ikmi, 2020:5). A good understanding of the concept or idea that is to be conveyed through metaphors is a certain urgency for speakers. In this context, it is important to clearly understand the message you want to convey so that the metaphor chosen can accurately describe the concept. Furthermore, creativity also plays an important role in choosing the appropriate metaphor to describe something. Not only that, the ability to make relationships or comparisons that correlate with the concept you want to convey and the metaphor chosen is no less important. This helps to reinforce or clarify the speaker's message more persuasively. The last point is in the awareness of the audience or listeners.

According to Leech (1984:150), the metaphor is not only used to provide a visual picture or comparison, but it can also affect how we understand and interpret the world around us. Leech (1984:151) also emphasized that the use of metaphors can create a strong emotional effect in communication, thus influencing people's perception and response of the message conveyed. Metaphors also have tremendous power in the communication process because they can create a

powerful and impressive picture. By using metaphors, we can express complex or abstract ideas in a way that is clearer and easier for listeners to understand.

Metaphor is a language tool in which metaphor itself can make a message or a work of art more interesting and memorable for the recipient of the message. In the linguistic world, metaphors are considered a treasure trove for their ability to enrich descriptions, build characters, or create a distinctive atmosphere in a work. The use of appropriate and creative metaphors not only improves the quality of a piece of writing or artwork, but also provides a more immersive aesthetic experience for the reader or connoisseur.

In this study, the metaphor theory used as the basis for data analysis is the theory initiated by Leech (1984:158) which proposes 4 types of metaphors, that is concrete metaphor, animistic metaphor, humanizing metaphor, and synaesthetic metaphor.

2.4.1 Concrete Metaphor

Concrete metaphor is a type of metaphor to explain an idea or concept using concrete objects or ideas that can be felt or seen in real life. In other words, a concrete metaphor describes something using an object or an image that is easy to understand and see by the human senses. Concrete metaphors allow readers or listeners to more easily understand and feel the meaning that the writer or speaker wants to convey. By using concrete objects or images that have been put in place, this metaphor can reinforce the message you want to convey and make it more lively. Often this concrete metaphor is used to give color and strength to writing. Writers often use these metaphors to create powerful images that spark the reader's imagination. Thus, concrete metaphors are one of the important tools in enriching literary works and making them

more interesting. In linguistic contexts, concrete metaphors can help explain complex or abstract concepts in a way that is easier to understand.

An example of this type of metaphor is *tired eyes*. In this example, there is a physical representation, that is the eyes of a complex feeling of fatigue.

2.4.2 Animistic Metaphor

Animistic Metaphor is a type of metaphor that gives the nature of life to an inanimate object, where the inanimate object is given the attribute of life. In other words, this metaphor gives living traits or human characteristics to inanimate objects or non-living beings. In this metaphor, a dead object is considered to have a soul, will, or ability to interact or carry out human activities. This type of metaphor is often used in semi-or poetry to create a more vivid, interesting, and imaginative image. By giving human traits to an inanimate object, animistic metaphors can reinforce the message they want to convey and make the reader or listener more involved in the work. The use of animistic metaphors can also help in enriching interpretation and understanding of the world around them. By involving animatic elements, this metaphor can open up space for reflection on the relationship between humans and nature, as well as arouse the imagination of creativity in thinking.

For example, *the wind dancing among the trees* is an example of an animistic metaphor where the wind, which is actually a natural phenomenon, is likened to having the ability to dance the slang of humans.

2.4.3 Humanizing Metaphor (Anthropomorphic)

The humanizing metaphor often called Anthropomorphic is a type of metaphor that describes human characteristics for non-humans, or attributes human traits to objects or entities

that are not actually human. In this metaphor, human characteristics such as emotions, thoughts, or behaviors are attributed to things that are devoid of human nature. The metaphor of Humanizing is used to create a more vivid, interesting picture, and make it easier to understand complex objects or concepts. By associating human traits with non-human things, these metaphors can enrich interpretation and expand the reader's imagination. The use of the metaphor of Humanizing can also help the reader or listener to be more connected to the object or concept being depicted because the human nature given by the father creates a deeper sense of empathy or understanding. Thus, the Humanizing metaphor is a powerful tool for conveying messages, building strong images, and enriching aesthetic experiences.

An example of this metaphor is *the sun crying in the sky*, where the sun, as a non-human object, is given a human attribute which is "cry".

2.4.4 Synaesthetic Metaphor

The explanation of one type of sensory modality is expressed using another term. This metaphor shifts meaning from one domain of sensory perception to another by changing from one sense to another, for example from sound to sight, from touch to hearing, from taste to smell, or from feeling to smell. In short, in this metaphor, sensory experiences from the Senses such as hearing, sight, smell, taste, or touch are combined to create a more complex and meaning-rich picture. Synaesthetic metaphor is a type of metaphor that combines or associates sensations from a variety of different Senses in a single expression or image.

An example of the use of the Synaesthetic metaphor is the *sound of the color blue*. In this example, the sensations of different senses are combined. By combining sensations from various

Senses, Synaesthetic metaphors can create complex relationships between objects or concepts depicted with human sensory experiences.

Lakoff and Johnson were the experts who first proposed their theory of metaphor which made society's interpretation of metaphors change from a rhetorical approach to a way of thinking. According to Lakoff and Johnson (1980:8-11), "*metaphor is an important way of seeing the world and is also a characteristic of all human thought, which is present in our daily lives, language, and thoughts*". They stated that metaphor is in essentially a technique of understanding one thing via another, and its main role is to understand, meaning that metaphor is part of figurative language that compares one thing with another. Moreover, Lakoff and Johnson (1980: 453) defined that metaphor is typically viewed as characteristic of language alone.

In the topic raised by the author, Leech's theory (1984) becomes the theory used for research. Leech (1984:158) grouped the types of metaphors into 4, that is concrete metaphors, animistic metaphors, humanizing metaphors, and synaesthetic metaphors. Of the types of metaphors classified by Leech, there are types of metaphors in natural advertisements that are used as research objects.

2.5 Nature

Nature is broadly defined as the collective phenomena of the physical world, which include plants, animals, landscapes, and other earth features and products. Nature is also thought to encompass the highly diverse phenomena of landscapes, microbes, and tamed animals that mimic nature (Franco et al., 2017:2). In addition to being a physical phenomenon, nature has been proven to improve physical well-being. This is because humans spend the majority of their time with nature through physical activities. The natural environment encompasses a range of

habitats, from wilderness to developed green spaces (Baceviciene & Rasa, 2022:3). Nature encompasses all aspects of human life, including forests, rice fields, mountains, oceans, neighborhoods, etc.

2.6 Advertisement

Advertisement is a type of product or service information from producers to customers, as well as the transmission of messages from sponsors via media. Advertisement, an activity in which a person or group uses certain media to influence or steer the thoughts of others toward a specific purpose (Ambar, 2013:4). Advertisement is a promotion and promotion is a form of communication. Advertisements are often shown on television broadcasts and aired to the public, such as children, teenagers, or the elderly. In addition to television, advertisements can also be found on social media. Social media is a tool used by everyone to socialize, interact, and communicate with other humans, how humans use technology effectively to connect, build trust, self, and introduce products or services to people (Rizki & Jiwa, 2018:2). Promotion is almost always persuasive so in communication, people try to create understanding between them. Anything that a company does through marketing is communication or sending a certain message to its consumers (Irwandy, 2011:2).

In some senses, advertisement is a product that results from advertising activities. So, advertising is the product, while advertising is the process of activities, starting from designing, and making, advertising campaigns to the public. Krisyantono (2013:5) defines advertisement as any form of message about a product that is delivered through social media, financed by a known initiator, and addressed to part or all of the community. Advertisement is one of the processes of conveying information so the goal is to make people receive messages from the advertisement, either just knowing or concerning a positive image (Yurnianti et al., 2012:2).

The emblems used in advertising consist of verbal and non-verbal. Whereas verbal symbols are the language we comprehend, nonverbal colors are the forms and colors depicted in advertising that do not specifically imitate the appearance of reality. Icons are shapes and colors that are similar to their original state such as images, objects, people, or animals, and are used as symbols (Tengku, 2019:5).

In natural advertisement, the application of icons is an important component of creating a realistic impression for the audience. Natural advertisement actually involves nature itself, such as living or dead creatures, such as plants in the form of plants, trees, animals, water, sea, rivers, lakes, soil, and so on.

2.7 Advertising

The existence of an advertisement that is displayed is the result of advertising. Advertising is the knowledge and act of informing and influencing people with various purposes, such as social, cultural, political, and commercial purposes. The communication process in advertising is not only using language, but also using other communications such as images, colors, and sounds. On a broad scale, it can be said that advertising and other forms of promotional communication create cultural preconditions that lead to consumer acceptance of advertising legitimacy. This statement is supported by Hackley titled Advertising & Promotion (2005). Advertising cannot force the listener/consumer to be able to believe certain claims or accept certain values. Instead, advertising aims to suggest, imply, and hint (Hackley, 2005:46).

Advertising messages are given about product services and ideas to readers, listeners, viewers, and buyers. Advertising has a role in two things, that is in the world of marketing and the scope of people's lives. Advertising is one of the elements of promotion. In addition to

playing a role in the world of marketing, advertising also has an important role in the scope of society. In fact, advertising is also one of the activities to educate the public. Advertising messages about life learning, juvenile delinquency, the way of life of society, and human interaction with the surrounding environment where humans live.

2.8 Advertisement Classification

According to Saskara (2021:25-27), based on purpose, advertising is divided into 3 types:

2.8.1 Commercial Advertising

This commercial advertisement aims to support the marketing campaign of a product or service. This advertisement is divided into two:

a. Strategic Advertising

Strategic advertising is an advertisement that functions to strengthen the brand image by conveying the value and benefits of the product. The main focus in the long term is to position the brand in a strategic manner and expand market share and thoughts. This type of advertisement invites consumers to feel a connection with the brand and convinces them that the brand exists for users.

b. Tactical Advertising

With an urgent purpose, this advertisement was created to encourage consumers to interact with a certain brand immediately. Usually, this advertisement offers special promos in the short term that encourage consumers to respond on the same day or shortly.

2.8.2 Corporate Advertising

Corporate Advertising aims to improve the company's image in the hope of improving the positive image of the products or services produced by the company. Corporate advertising will be more effective if it is supported by strong facts and relevant to the community, has newsworthiness, and is often related to activities that prioritize the interests of the community. Corporate Advertising is a form of strategic advertising when companies conduct campaigns to convey company values to the public. Often company advertisements offer a company's value and commitment to quality, the launch of a new trademark, or company logo, as well as show the company's concern for the surrounding environment.

2.8.3 Public Service Advertising

Public service advertising is a type of social marketing effort that tries to sell ideas or products that benefit or serve the community. Usually, the message of public service advertising can be in the form of an invitation, statement, or appeal to the public to take action for the public interest or change behavior from bad to good behavior. For example, environmental hygiene issues, encouraging respect for differences of opinion, anti-drugs, and so on.

2.9 Previous Related Studies

Research related to metaphor is not the first time this has been done, previously there have been authors who have examined metaphor. The first relevant research in this study is Sidabutar and Mulyadi (2023) "Kajian Metafora Dan Metonimi Pada Iklan Gudang Garam 'Nyalakan Merahmu'". It aims to find out how the use of metaphor and metonymy in Gudang Garam advertisement. This research analyzes the data using the theory of Lakoff and Johnson (2003). The research data in this study is Gudang Garam advertisement *Nyalakan Merahmu*. The results of this study are 8 new metaphors that contain explicit and implicit meanings and 12 types

of metonymy contained in the Gudang Garam advertisement *Nyalakan Merahmu*. The similarity between this research and the study entitled "Metaphor and Metonymy Study on Gudang Garam Advertisement "Nyalakan Merahmu" and this study is that both of them use qualitative methods and make advertisements as research data. There are two differences between the research and this study which are in the theory used. Where in this study, author used Lakoff and Johnson's theory (2003), while author used Leech's theory (1984). The second difference lies in one of the research objectives, namely that the previous author focused on the use of metaphors and metonymy while the author describes the types of metaphors used and finds out the more dominant types of metaphors.

The second, Rahmadhanti, Simanjuntak, and Sihombing (2022) "Metaphor Analysis and Meaning of the Song 'Different World'". This study aims to analyze metaphorical sentences and find out the meaning contained in the song. The research data in this study is a song entitled Different World by Alan Walker and the lyrics of the song as a data source. The method used is descriptive qualitative method. The result of the research shows that there are 6 stanzas consisting of nominative metaphor (objective and subjective), predictive metaphor, and metaphor sentence. The equation of this previous research with the research lies in the method used, namely qualitative methods and research objectives that have the same objectives. The difference lies in the type of theory used, where previous author analyzed the meaning of metaphors using Kövecses' theory (2020) and classified types of metaphors using Soleha's theory (2019) while author used Leech's theory (1984).

The third is the research from Pardede, Saragi, and Sidabutar (2023) "Metaphor Analysis In Songs Lyrics Of Charlie Puth: A Case On Semantics". From the results of the research, author found different types of metaphors in the lyrics of Charlie Puth's song. There are 82 metaphors in

the lyrics, including Active Metaphor (8); Inactive Metaphor (12); Asymmetric Metaphor (20); Subjective Metaphor (16); Dead Metaphor (17); and Mimetic Metaphor (9). The most basic equation in previous research with the author's research lies in the method used, that is descriptive qualitative method. In addition, this author and the author also have the same goal, where both aim to find out the types of metaphors and metaphors that are more dominant in the research data. While the difference lies in the theory used by each researchers. Where the previous researchers used Goatly's theory (1997) and the object used as research was also different.

2.10 Conceptual Framework

Metaphors are like windows that open up a new world inside our minds. Metaphor is not just a rhetorical tool, but also a bridge that connects the real world with the world of human imagination. When using metaphors to create a shocking, stunning, and evocative effect on the reader or listener. Metaphor is a form of language expression that presents meaning creatively and imaginatively. In its use, metaphors not only convey messages literally but also involve comparisons between two entities that are literally different but still have similarities in a certain context. Thus, metaphors provide an opportunity for language speakers to describe a concept or idea in an indirect way but can provide a deeper understanding and a more vivid picture.

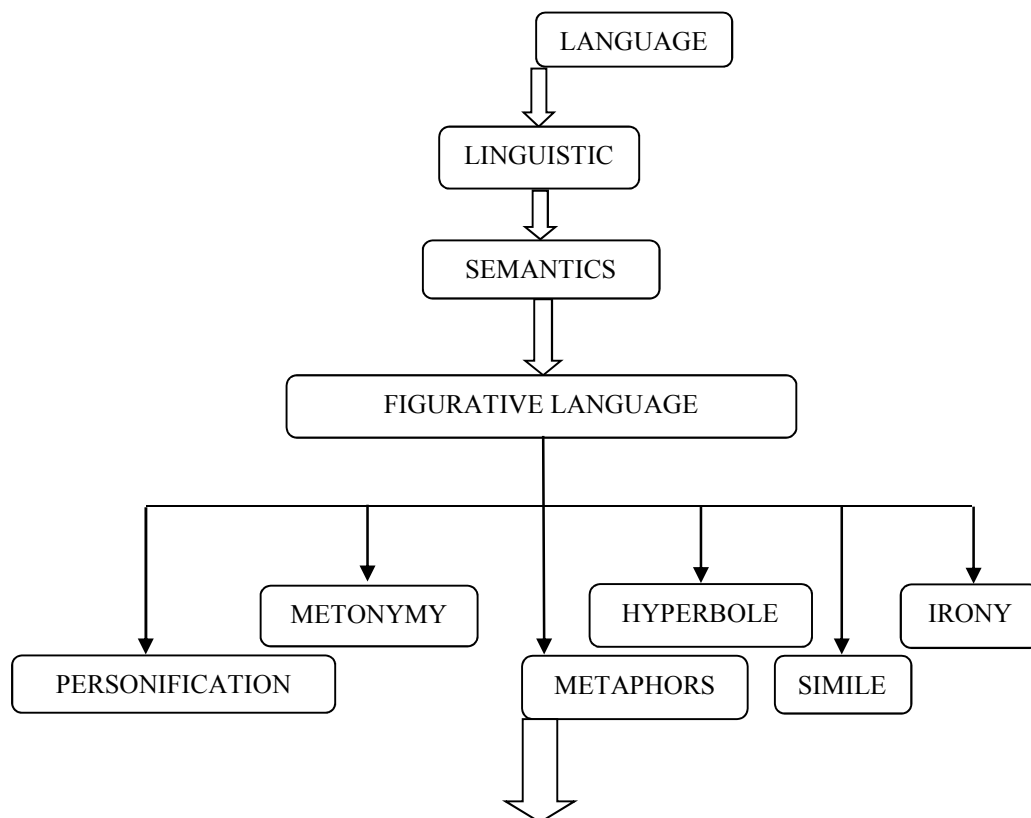
Metaphor, in all its magic, can be considered one of the key elements in human expression and communication. The existence of metaphors allows us to describe complex concepts in a more interesting, imaginative, and colorful way, making them an integral part of the world of literature, communication, and art. With metaphors, humans can explore new dimensions of understanding and expression, create beautiful bridges between thoughts and feelings, and enrich beauty in every expression conveyed. Furthermore, metaphors in

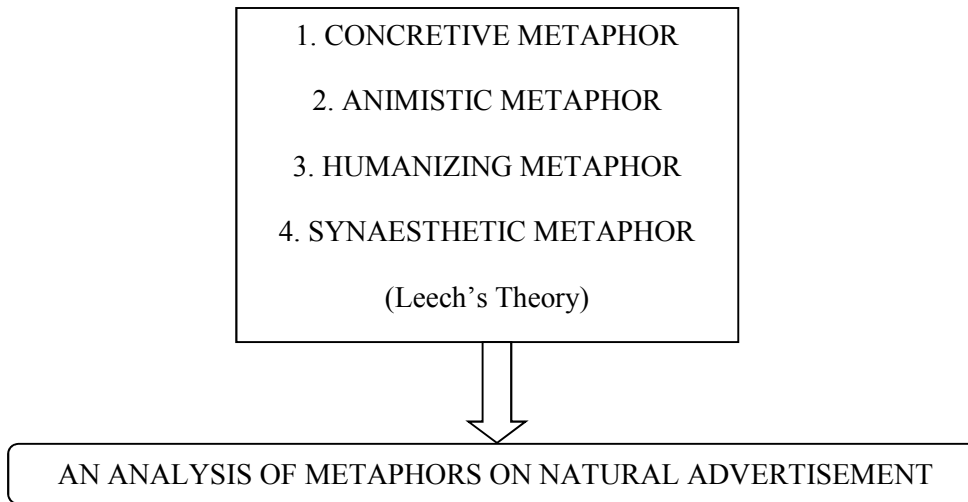
communication are an important tool because they can convey messages creatively and imaginatively. Metaphors allow us to communicate messages in a more visual, emotional, and engaging way.

By using metaphors, we can present complex concepts with a more vivid and alluring picture, so that it not only enriches the meaning but also strengthens the message that we want to convey to the recipient of the message. Therefore, metaphor is a very valuable tool in conveying ideas effectively and captivately in various communication contexts. With its unique appeal, metaphors can bridge the understanding between the sender and receiver of the message in a deeper way. The existence of metaphors in communication also provides an artistic dimension that enriches the communication experience, creating space for broader interpretation for each individual involved. Thus, metaphors are not only a tool to convey messages, but also a medium that enriches interaction and understanding between individuals in various communication situations.

In this study, four types of metaphors are the focus of research, that is *Concrete Metaphor*, *Animistic Metaphor*, *Humanizing Metaphor*, and *Synaesthetic Metaphor*. In addition to artwork, metaphors can also be found in advertisements. The use of metaphors in advertising is a commonly used strategy to convey messages creatively to listeners/consumers/viewers. Metaphors in Community Service Advertisement such as natural advertisement can have a strong impact in conveying important messages to the public. In natural advertisements, natural elements such as mountains, rivers, forests, or animals become symbols or representations of the message to be conveyed. For example, the use of images of tall and sturdy mountains can be a metaphor for strength or constancy, while images of free-flowing rivers can be freedom or flexibility.

Metaphors in natural advertisement can create a connection with the audience, reinforce the message they want to convey, and make the advertisement more engaging and memorable. By using metaphors, natural advertisement can describe the complexity of the environment in a more emotional and evocative way, to be able to influence people's attitudes and behaviors in a more positive direction. In addition, the use of metaphors in this advertisement can also create awareness and motivation to act in order to improve social or environmental conditions.





***Figure 2.3.1 Conceptual Framework in the research entitled:
“An Analysis of Metaphors on Natural Advertisement”***

CHAPTER III RESEARCH METHODOLOGY

3.1 Research Design

In this study entitled "An Analysis of Metaphors on Natural Advertisement", the method used by the author is a qualitative descriptive method. Descriptive qualitative research is the study that depicts and describes occurrences, incidents, and situations in society that are investigated via analysis, which entails analyzing and comparing research data (Waruwu, 2023:13). Qualitative research is objective scientific research and is carried out in natural conditions and the nature of the findings emphasizes more meaning and is bound to value (Galang, 2016:2).

The goal of qualitative research is to comprehend the condition of a context by providing a detailed and broad overview of the portrait of the condition in a natural environment, or what

actually happens in the subject of study (Muhammad, 2021:4). Therefore, qualitative research seeks to get a thorough knowledge of human and social challenges rather than simply describing the surface of reality, as quantitative research does with positivism. Because the author acknowledges how people gain meaning from their environment and how they develop their ability to behave. The research was conducted in a natural setting, and the variables involved were additionally treated or manipulated. (Muhammad, 2021:7).

In qualitative research, the more deeply, thorough, and assessed the data, the more excellent the level of research conducted. Qualitative research seeks to solve a phenomenon or topic using systematic scientific techniques and an approach (Ulfa, 2022:18). It is something that needs to be done by author when conducting research based on scientific work procedures that are carried out systematically, directed, and objectively to solve problems.

3.2 The Data and Sources of the Data

The data contained in the study entitled "An Analysis of Metaphors on Natural Advertisement" are metaphorical expressions. The source of data in this study is word taken from natural advertisements. The natural advertisements themselves are sourced from the YouTube application as the place where the advertisements are advertised. Of the many natural advertisements, there are 10 natural advertisements needed by the author for research data. The discourse contained in the advertisements are taken directly by the author from the YouTube application.

3.3 The Instrument of Collecting Data

The data collecting instrument used by the author in this study is observation. Basically, this data collection instrument is inseparable from the data collection method. Like author who

use observation techniques, the instrument is an observation guideline or an open/unstructured observation guideline. Observation in a study is defined as concentrating attention on an object by involving all senses to obtain data (Thalha & Budur, 2019:10). The importance of using instruments in a study aims to obtain valid and reliable data and the participation of the author in determining the validity of the data collected.

3.4 The Technique of Collecting Data

Data gathering and analysis activities are not separated since they occur at the same time; the process is cyclical and interactive rather than linear (Rijali, 2018:14-15). The steps taken by the author in collecting research data, such as:

1. Searching for advertisements that contain nature on YouTube;
2. Watching all the advertisements;
3. Understanding the content in the advertisements;
4. Selecting advertisements that contain nature;
5. Typing the discourse on the advertisement in Microsoft Word.

3.5 The Technique of Analyzing Data

Data analysis is one of the research processes carried out after all the data needed to solve the problem being studied has been obtained completely (Ali, 2006:1). In this study, Miles, Huberman, and Saldaña (2014: 31-32) mentioned that there are several stages in carrying out the data condensation process:

1. Selecting and defining data;
2. Determining the metaphor for the words in the clause;
3. Identifying the types of meaning and function of words;

4. Categorizing the types of metaphors based on the theory;
5. Tabulating the types of metaphors to answer the second question about the dominant types of metaphors occur on natural advertisement. The author makes a table as follow:

Table 3.1
Sample of Percentage of Metaphors on Natural Advertisement

Type of Metaphors	F	%

Notes:

F = Frequency;

% = Percentage.

The percentage (%) is calculated based on the following formula:

$$N\% = \frac{F \text{ (frequency of each type)} \times 100\%}{N \text{ (total frequency of all types)}}$$

6. Drawing conclusion from the analysis based on the theory used in detail.

To get an interpretation of the meaning contained in the metaphor, the author performs the procedures listed above. This procedure is used by the author in classifying the types of metaphors contained and identifying the dominant metaphor on natural advertisements.

