

CORRESPONDENCES OF CONCEPTUAL METAPHOR AND MAPPING CONCEPTUAL ON ADVERTISEMENT: A COGNITIVE LINGUISTIC APPROACH

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ABSTRACT

This study aims at describing correspondences of metaphor and presenting conceptual mapping created from the correspondences found in advertisement. Method employed in this study is descriptive qualitative and the data was taken purposively sampling technique by observation, note taking and documentation. Analysis conducted applied bottom-up approach started from an extensive data and be continued minimizes generalization data in business that suggesting global cognitive structure. The result shows that the implementation of metaphorical correspondence expression mapping conceptual in advertisement indicate the coexistence of hotel products and services and create a strong selling value of advertised on products and services.

Keywords: *correspondence conceptual metaphor, mapping conceptual, advertisement*

INTRODUCTION

Cognitive linguistic interacts with cognition, how language forms our thoughts and held the connection between language and the mind (Lakoff, 1998). Lakoff and Johnson (1980) argued that figurative language emerges from knowledge structures which reside in long-term memory. These knowledge structures are termed "Conceptual Metaphors", and there is a convention in terms of each mapping as "TARGET-DOMAIN IS SOURCE-DOMAIN" or "TARGET-DOMAIN AS SOURCE-DOMAIN." Moreover, (Xiaqing, 2017) claimed that advertising information is not an arbitrary moment of inspiration; an expression of information to achieve specific goals.

However, there is now study concerning correspondences of conceptual metaphor and mapping conceptual on hotel advertisement which is conceptualizing metaphor from cognitive approach. Therefore, this study attempts to show how conceptual metaphor and mapping play a crucial role in the correct interpretation of advertisements as powerful mechanisms to convey the central idea that the advertisers desire to convey. This study is carried out to show the existence of metaphor in a very closely applied on hotel advertisement.

METHODS

The method used in this study is the qualitative method proposed by Flick (2018: 9) states that qualitative research is a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that make the world visible. The qualitative method is used in the form of textual analysis in which focusing on types of metaphors from the three categories of conceptual metaphors (orientational, ontological, and structural). Besides focusing on types of metaphors, the qualitative method is also used to illustrate the conceptual mapping of those three categories of conceptual metaphors in Harris Hotel advertisements on Instagram supported by a cognitive linguistic approach proposed by Lakoff and Johnson (1980), particularly in the domain of lexical semantics that applies to conceptual metaphor. The selection data were in the form of pictures and captions which were posted in Instagram account of Harris Hotel.

There are nine captions in a form of sentences, including its pictures which used metaphorical expressions from three Instagram accounts, but in this paper presented only two data. The data is firstly analysed by the classification of each Instagram advertisements which taken as the source data of the research. The classification of kinds of Ads whether it is a product or service, are categorized by analogous the meaning between the metaphorical expression in the caption and the Instagram picture that is posted. Meanwhile, the metaphorical mappings are classified based on the main phrase which becomes the main focus of the Ads. For example the Ads from Harris Riverview Kuta with caption, "Can you feel the summer vibes?" from the Ads, the main message which metaphorically expressed in a noun phrase *Summer vibes* which then it addressed as the source domain (SD) of the Ads, and this classification is also applied to all the Ads analysis.

Those nine captions were taken as main data because those captions consist of metaphorical expressions which could be analysed based on conceptual metaphor proposed by Lakoff and Johnson (1980).

Moreover, the researcher obtained data documentation from metaphorical expressions used in the post of Harris Hotel advertisements on Instagram. In addition, the technique used in collecting the data is a purposive sampling technique in selecting main data based on certain considerations which are dealing with the purpose of the study (Creswell, 2012: 68). It is used in the present study due to considerations that not all data can fulfill criteria as main data and suit the purpose of the study.

The steps collecting data are as follows: 1) reading advertisement captions which are posted on the Instagram account of Harris Hotel Seminyak, Harris Hotel Denpasar, and Harris Hotel River View Kuta; 2) selecting captions which use metaphorical expressions in advertising Harris Hotel. The captions used are in the form of clauses or sentences which later the metaphorical domain coding would base on the phrases which become the main focus in the caption message; and 3) screenshotting captions include pictures which are selected as main data.

The data was then analyzed descriptively based on the theory of conceptual metaphor proposed by Lakoff and Johnson (1980); theory of pictorial and multimodal metaphor category by Forceville (2007; 2008; 2009) and the theory of conceptual mapping. The technique in analyzing data was 1) discovering the source and the target domain of metaphorical expressions used on Harris Hotel advertisements by using the theory of conceptual metaphor proposed by Lakoff and Johnson (1980); 2) applying a theory to classify all data to three main genres of conceptual metaphor i.e. ontological, orientational, and structural metaphor then mapping the data.

FINDINGS AND DISCUSSIONS

This study shows the power of metaphor in hotel's advertisement and the central idea of the study correspondence to model of conceptual metaphor and conceptual mapping.

Technically, the abstract domain is referred to as the "Source Domain (SD)", while the concrete domain is referred to as the "Target Domain (TD)". From the concrete domains, literal words and expressions are drawn to represent abstract concepts. Lakoff and Johnson (1980) identify three main categories of conceptual metaphors: 1) orientational metaphor, a system of ideas is organized in the relation and interaction in space like up-down, inside out, front-behind, shallow-deep, and center-periphery that are related to the orientation in space; 2) structural metaphors are considered as the group with the highest number of abstract experiences are conceptualized based on the experience of simple and specific experiences; and 3) ontological metaphor, experienced in an interactive process with the specific object or substance is the foundation for a wide variety of conceptual metaphors in which events, activities, feelings, ideas etc. are considered as the essence.

The empirical data of conceptual metaphor analysis in the Instagram advertisement of Harris Hotel with the caption "Can you feel the summer vibes?" This

metaphorical expression on advertisement aimed at showing the imagination about what summer vibes feel by the viewers. Through the visual expressed on Instagram picture in the advertisement, the tropical atmosphere is conceptualized through the SD coconut trees, where coconut trees only could grow in a tropical island analogous to TD summer vibe is well depicted through bright blue skies and sun rays as the visual background of the advertisement. This kind of metaphor is categorized as an ontological metaphorical sense, the caption is depicted in the metaphor, can be mapped into "SUMMER IS COCONUT TREE", could be seen through the background picture and the advert would like to convey a meaning that their guests could experience the summer vibes during their holiday in Bali.

The correspondence 'Egg' categorized as orientational metaphor, since its concept of idea related and interact to the orientation of space.



Figure 1. Data 1: "Grey skies? We'll take our eggs sunny side up then."

The phrase 'grey skies' metaphorically express the ideas inference of a set of dull or tired and sad feeling. The pronoun 'we' is an expansion meaning of the metaphorical meaning into the hotel's customers or guests who have breakfast, and the verb take still deploys the same meaning as an action to eat it, the phrase our eggs metaphorically has wider meaning in this statement as the common hotel's breakfast menu, and the last phrase 'sunny side up' has inferred to sunny skies metaphorically expression, instead of defining it as its literal meaning as (of an egg) fried on one side only which sometimes served on banquet event order. A phrase "sunny side up" literally means a sun that could give us energy correspond metaphorically to a food that could make us fit or fresh as that food give us an energy.

In general, everybody knows and understands that hotels provide sunny side up eggs as one side cooked on eggs of their breakfast menus, it was a familiar and common to have that kind of breakfast every day at every hotel. A common people or customers think what the relation between the caption grey skies and sunny side up eggs is, but might not be able deeply relate to the meaning of the visual and the caption metaphorically expressed, but it can still be mapped into "IDEA IS FOOD". This metaphor expression shows the conceptual meaning of implementation of metaphorical correspondence expression in advertisement indicate the coexistence of hotel products (food) and create a strong selling value of advertising the products.

Next, data was the correspondence of SD 'room' is categorized as orientational metaphor, since the concept is organized in the relation and interaction in space of center-periphery. It is seen from how correspondence SD 'room' is analogous to 'comfort zone'.

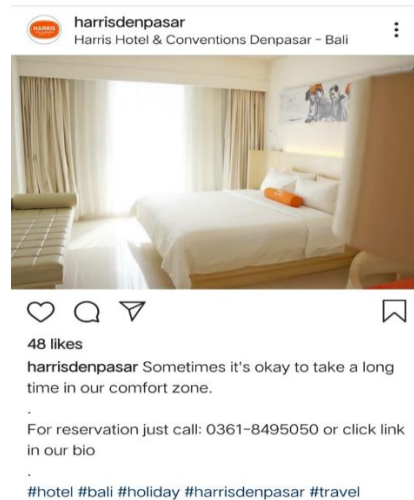


Figure 2. Data 2: "Sometimes it's okay to take a long time in our comfort zone."

The adverb frequency sometimes is defined as an occasional time frame which not usually happened, but once in a while. The phrase it's okay metaphorically means no worries to be concerned. The verb 'to take' analogous to have, and the phrase a long time is defined as a long period of time or to be remaining in a same state for a long time. The phrase in our comfort zone metaphorically express a wider meaning in this ads' as the hotel room, instead of defining it as a place where one feels comfort and safety. The phrase comfort zone is well received as a zone or a place that as safe as or comfort as Harris Hotel room.

Mapping conceptual "COMFORT ZONE IS HOTEL ROOM" was also depicted through the visual interpretation where the primary subject comfort zone shown and the second subject is hinted hotel room by the context. The image of comfortable and quite hotel room with comfy queen size bed became the focus of the advertisement which triggered the viewers' prior knowledge of domain "COMFORT ZONE" which hinted in the second subject.

This metaphor expression indicates the implementation of metaphorical correspondence expression in advertisement indicates the coexistence of hotel services (comfort room) and result a strong selling point of advertising the services.

CONCLUSION

Conceptual metaphors typically employed a more abstract concept as source target (TD) and a more concrete or physical concept as their target domain (TD). Conceptual mapping is the systematic set of correspondences that exist between constituent elements of the source and the target domain. In order to know a conceptual metaphor is to know the set of mappings that applies to a given source-target pairing. The same idea of mapping between SD (abstract concept) into TD (concrete concept) is used to describe analogical reasoning and inferences. Mapping conceptual sometimes also happened undirectional, but still can be used to map certain conceptual properties to create a new understanding of the target domain. The mapping took place at the conceptual metaphor level that is suggesting global cognitive structure.

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