The Correspondance Of Source And Target Domain Found In Tourism Advertisment: A Conceptual Metaphor Approach

Korespondensi Ranah Sumber Dan Target Yang Ditemukan Didalam Iklan Pariwisata: Pendekatan Konseptual Metafora

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caption Instagram. Data dikumpulkan, dipilih dan diklasifikasikan berdasarkan tiga kategori metafora, yaitu metafora orientasi, metafora ontologis dan metafora struktural. Untuk mengetahui makna yang terkandung dalam ungkapan metaforis, data dianalisis untuk menemukan korespondensi SD dan TD.

INTRODUCTION

Lakoff and Johnson (1980) metaphor is a type of analogy and is one of many figures of speech used to draw comparisons between two disparate entities. Metaphor influences everyday language thought, and action in addition to being use as a rhetorical device. Metaphor has a significant impact on the fields of linguistics, philosophy and cognitive science, leading to greater appreciation of the role of metaphor in shaping out understanding of the world. Conceptual Metaphors are pervasive our daily thinking and language use. In a conceptual metaphor, the source domain is the conceptual domain from which metaphorical expressions are dawn. The two domains that participate in conceptual metaphor have special names. The conceptual domain from which we draw metaphorical expressions to understand another conceptual domain is called source domain, while the conceptual domain that is understood this way is Target domain. The metaphors theory is applied to examine the correspondence between the Source Domain (SD) and the Target Domain (TD) (Kövecses: 2006). The target refers to the target itself to tell a new thing, and the source refers to something to tell what the target contains.

Lakoff and Johnson (1980/2003) they explain some types of metaphors in separate chapters like conventional metaphor, orientational metaphor, structure, ontological. Orientation metaphor give a concept a spatial classification. Structure metaphor uses to contact from another concept. Ontological metaphor makes abstract phenomena, such as feeling, more tangible by assigning them properties. The study that assigns metaphor in tourism advertisement still infrequently uses. There is common to find metaphor in tourism advertisement inside the sentence that uses to promote their product.

METHODS

This thesis used qualitative method through text analysis conceptual Metaphor (Lakoff & Jhonson). This Study method used aims to identify what types of conceptual metaphor found in tourism advertisement image and to analyze correspondence between source domain and target domain in tourism advertisement. The inductive approach starts by reading the content of tourism advertisement. In addition to using an informant to assess the data of metaphorical concepts found in tourism advertisements, this study also used the qualitative approach.

RESULT AND DISCUSSION

RESULT

Lakoff and Johnson (2003) have identified three categories of metaphors, which are Orientational, ontological, and structural metaphor. They also describe Cross-domain

metaphor with systematic correspondences between domain sources. (SD) and target domain (TD) While SD is more abstract and the concept in SD is also present in TD. In the ontological metaphor, Lakoff and Johnson (2003) mentioned using references to find correspondence between SD and TD. Kövecses (2006) also suggests that metaphors consist of a source (B) and a target domain (A), so that the source is more physical and the target is a more abstract type of domain.

No	Metaphor	Conceptual metaphor
1	Power up	Orientational
2	Soak up	Orientational
3	Drop	Orientational
4	Bright yellow	Orientational
5	Canvas	Structural
6	Ocean	Structural
7	Take time	Structural
8	Life with style	Structural
9	I do	Structural
10	Paradise	Structural
11	Kisses	Ontological
12	Stire	Ontological
13	Bright eternal joy to the soul	Ontological
14	Calls	Ontological
15	Paint the sky	Ontological

DISCUSSION

1. **Power up** your surf sessions with healthy, nutrient-packed meals from glow juice bar to keep your amped up all day.
   1 data is orientational metaphors of Power up, Orientational metaphor use spatial relationships, such as up/down, in/out, front/back, to structure and convey more complex ideas (Lakoff and Johnson). The phare of power up in this caption obtain from the Instagram account posted by Como Beach Club Canggu, the author here is often express through language that links nutritious choices to a source of strength vitality or enhancement. This phrase suggests that making healthy choices empowers individuals reach your full potential and lead a more robust lifestyle. In this context here power up is to increase the surf session with some healthy food. The caption perfectly describes the picture of a bowl of salad.

   Power up is source domain and energy constitute the target domain.

   The correspondence of the phrase is to connect the healthy habits and practices can enhance the energy, strength, and skills in one's surfing performance.

2. **Take time** to stop and look around. What your favorite sport?

Structural metaphor of take time take time doesn't mean to take the time or pick up the time. The literal meaning of take time regarding of the context here is to do something slowly and carefully. Take time is an idiomatic expression that encourages someone to slow down, pause, or allocate sufficient attention to a particular task situation, or aspect of their life.

Take time is the source domain and constitute the target domain
The correspondence of the phrase is to be aware of what is happening immediate surrounding

3. The warm tropical weather **calls** for the light healthy meals that invigorate your body and soul.
There is found an ontological metaphor "calls". Which is the weather be conceived to call healthy meals. As Lakoff and Johnson mention in their book we live by ontological metaphor is basic experiences human spatial.

Calls is the source domain and body and soul constitute the target domain
The correspondence of the phrase is to state the invitation of the tropical weather that resonates with entirety of one's being, encompassing both the physical and spiritual dimensions of human experience.

CONCLUSION

This study is focused to find and types of metaphorical categories and metaphors correspondences uses Lakoff and Johnson theory in the tourism advertisement. The metaphor categories divided into three kinds, there are Orientational, structural and ontological metaphor. Those three kinds of categories of metaphor also used and found in the tourism advertisement on Instagram caption. There are found 15 data divided into: 4 orientational metaphors, 6 structural metaphors, and 5 ontological metaphors. Structural metaphor is the most found in this study. The second problem in this study is to solve the correspondences of source and target domain in tourism advertisement on Instagram caption by used Kovecses (2006) theory.

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