An Analysis Of Metaphors On Natural Advertisement

Fratiwi Juita Rajagukguk[1], Usman Sidabutar[2], Fenty Debora Napitupulu[3]
[1,2,3]English Education Study Program, Faculty of Teacher Training and Education, Nommensen HKBP University, Indonesia
Email : [1]fratiwijuita@gmail.com, [2]usman.sidabutar@uhn.ac.id, [3]fentynapitupulu@uhn.ac.id

*Corresponding Author

ABSTRACT
This thesis discusses the analysis of metaphors contained on natural advertisements. The purpose of this research is to classify the types of metaphors contained on natural advertisements and find the most dominant metaphor on the advertisements. This research was conducted using qualitative method. The author reads and understands the contents of the advertisements that consist of 10 advertisements to obtain data. The data collection instrument is observation. The data is obtained from advertisement whose topics are about nature. The author found 114 data on natural advertisements. The types of metaphors contained on natural advertisements are representatives consisting of concretive metaphor 64 data, animistic metaphor 2 data, humanizing metaphor 45 data, and synaesthetic metaphor 3 data. From the research, the author concludes that concretive metaphor is the most dominant and frequently used in natural advertisements. The benefits of this research for the state and nation, especially for students and English teachers are that this research can be used as a source of teaching material, a source of students in learning more about metaphor, and for further authors, especially in linguistic that analyze one-way objects such as advertisements, art like poems, drama, and songs.
Keywords: *Metaphors, Natural_Advertisements.*

1. Introduction

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 concretive 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".

2. Method

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. Results And Discussion

In the previous chapter, the data for this study was taken from nature advertisements. According to Leech (1984), there are 4 types of metaphors, including concretive metaphor, animistic metaphor, humanizing metaphor (anthropomorphic), and synaesthetic metaphor. There are 10 advertisements, they are: The Next 100 Years—A UCLA Student Environmental PSA, World Environment Day 2024: will you join Generation Restoration?, Time for Nature, Conservation International PSA – Nature is Speaking: Mother Nature, Conservation International PSA – Nature is Speaking: Water, Ecoline Clothing|Nature Campaign Ad, Chipotle | Human Nature – Become a Part of Nature AgaNn , Climate Change , PSA Recycling Ad , and Your choice - #Film4Climate 2nd Prize PSA Winner & "Price on Carbon Pollution" PSA Award Winner.

The research categorizes the advertisements based on metaphor types, using Leech's theory to classify metaphors found in the research. This approach allows author to systematically group and analyze the metaphors present in the advertisement, providing a structured framework for understanding the figurative language used in advertisement.

Based on the analysis of various types of metaphors used in advertisements with the theme of nature, it is found that there are four main types of metaphors. They include Concretive Metaphor, Animistic Metaphor, Anthropomorphic or Humanizing Metaphor, and Synaesthetic Metaphor.

This research aims to calculate the percentage of different types of metaphors used, providing a detailed picture of the proportion and frequency of each metaphor in the analyzed context.

$P = \dfrac{F \times 100\%}{N}$

Where by:

P = Percentage

F = Frequency

N = Overall Number

1. Concretive Metaphor

$$= \frac{64 \times 100\%}{114}$$

= 56%

2. Animistic Metaphor

$$= \frac{2 \times 100\%}{114}$$

= 2%

3. Humanizing Metaphor (Anthropomorphic)

$$= \frac{45 \times 100\%}{114}$$

= 39%

4. Synaesthetic Metaphor

$$= \frac{3 \times 100\%}{114}$$

= 3%

Table 1. Number and Percentage of Natural Advertisement

No	Types of Loans	Number	Percentage
1	Concretive Metaphor	64	56%
2	Animistic Metaphor	2	2%
3	Humanizing Metaphor	45	39%
4	Synaesthetic Metaphor	3	3%
	Total	**114**	**100%**

From the data above, the author concluded that there were four types of metaphors are found in natural advertisement. Based on the table above, the author identified that Concretive Metaphor is the most dominant and most frequent type of metaphor in natural advertisement, with the number of findings reaching 64 data (56%). While Animistic Metaphor consists of 2 (2%), Humanizing Metaphor 45 (39%), and 3 (3%) Synaesthetic Metaphor. So, the total of number of types was 114 of percentage was 100%.

In the research, the author used the Leech's theory (1984) devides metaphor into three types. As stated in the analysis of the various types of metaphors in natural advertisement, there were Concretive Metaphor 64 data, 2 data Animistic Metaphor, Anthropomorphic or Humanizing Metaphor 46, and Synaesthetic Metaphor 4. The author found that Concretive Metaphor is the most dominant. Metaphor is a rhetorical tactic that establishes an implicit parallel between two distinct entities by stating that one is the other. This comparison improves comprehension or produces impactful communication without the use of explicit comparative expressions. When words are presented using metaphors, they become exquisite.

This study aims to integrate and expand upon the findings of two previous studies that analyzed metaphors in different contexts, thereby enhancing the understanding of metaphorical language in advertisements and song lyrics. The first study conducted by Rahmadhanti, Simanjuntak, and Sihombing (2022), focused on the song "Different World" by Alan Walker, employing Kövecses' (2020) and Soleha's (2019) theories to classify metaphors into nominative, predictive, and metaphorical sentences. Although both studies utilized qualitative methods and shared the common objective of understanding the types and meanings of metaphors, the previous study and this research differed significantly in their theoretical frameworks and contexts.

From this research, it seeks to bridge these differences by integrating the metaphorical frameworks from both studies and applying them in a new context. By comparing Leech's

approach with those of Kövecses and Soleha, this study explores whether these diverse classifications can be cohesively applied to both natural advertisements and song lyrics, revealing potential commonalities and unique patterns in metaphor usage across various mediums.

The outcomes of this research carry significant implications for enhancing viewers' and listeners' comprehension of metaphor-laden advertisements, facilitating a clearer interpretation of the underlying messages. Metaphors in advertisements are not only effective in capturing attention but also serve to convey deeper meanings and artistic value, often utilizing nature as a central theme to resonate with audiences on a more profound level. Given the intrinsic connection between humans and nature, advertisers are encouraged to employ more humanizing metaphors that emphasize this relationship, as it could foster a stronger emotional connection and effectively convey the intended message.

Additionally, the study suggests that future research should delve deeper into the specific types and meanings of metaphors in advertisements to uncover more nuanced insights. In educational settings, metaphors can serve as a powerful tool to aid students in grasping the complexities of metaphorical language, making the learning process more engaging, particularly when contextualized within the natural environment. Overall, this research underscores the potential of metaphors to enrich communication in both educational and commercial contexts, advocating for their strategic use to enhance message delivery and audience engagement. Through this interdisciplinary approach, the study not only contributes to the existing body of knowledge on metaphors but also offers practical recommendations for advertisers and educators alike, highlighting the importance of metaphorical language in shaping perceptions and fostering understanding.

4. Closing

After analyzing the metaphors in natural advertisement, the author concludes that: There are 4 types of metaphors based in Leech's (1984) theory, that is concretive metaphor, animistic metaphor, humanizing metaphor, and synaesthetic metaphor. The research findings highlight that concretive metaphor is the most prevalent, with 64 instances identified. In contrast, animistic metaphor is used sparingly, with only 2 instances observed, suggesting a more selective application in specific contexts. Meanwhile, humanizing metaphor, with 45 occurrences, also plays a significant role in connecting the advertised content with human characteristics. Lastly, synaesthetic metaphor, with 3 instances, demonstrates a more specialized use. It was found that Concretive Metaphor is the most dominant type of metaphor in the natural advertisements studied, appearing significantly more frequently compared to other types of metaphors. There are 64 data (56%) of concretive metaphor that found by the author, 2 data (2%) of animistic metaphor, 45 data (39%) of humanizing metaphor, and 3 data (3%) of synaesthetic metaphor. Advertisements can express messages more clearly and compellingly by using metaphors that depict abstract concepts through real-world objects or phenomena. The varied use of other metaphor types further illustrates the versatility and adaptability of metaphor as a rhetorical tool in enhancing the persuasive power of advertisements

References

Ambar, Lukitaningsih. (2013). "Iklan Yang Efektif Sebagai Strategi Komunikasi Pemasaran Ambar Lukitaningsih Fakultas Ekonomi Universitas Sarjanawiyata Tamansiswa Yogyakarta." *Jurnal Ekonomi Dan Kewirausahaan, 13*(2):116–29.

Arumsari, Rizki Yantami., & Jiwa Utama. (2018). "Kajian Pendekatan Visual Iklan Pada Instagram." *Jurnal Bahasa Rupa, 2*(1):52–58. doi: 10.31598/bahasarupa.v2i1.230.

Baceviciene, Migle., & Rasa Jankauskiene. (2022). "The Mediating Effect of Nature

Restorativeness, Stress Level, and Nature Connectedness in the Association between Nature Exposure and Quality of Life." *International Journal of Environmental Research and Public Health, 19*(4). doi: 10.3390/ijerph19042098.

Bans-Akutey, Anita., & Benjamin Makimilua Tiimub. (2021). "Triangulation in Research." *Academia Letters* (October). doi: 10.20935/al3392.

Bimbingan, Bidang, & D. A. N. Konseling. (2016). "Metode Penelitian Kualitatif Dalam Bidang Bimbingan Dan Konseling." *Jurnal Fokus Konseling, 2*(2).

Dewi, Ni Made Ayu Juliana., I. Nyoman Tri Ediwan., & I. Made Suastra. (2020). "Language Style in Romantic Movies." *Humanis, 24*(2):109. doi: 10.24843/jh.2020.v24.i02.p01.

Franco, Lara S., Danielle F. Shanahan., & Richard A. Fuller. (2017). "A Review of the Benefits of Nature Experiences: More than Meets the Eye." *International Journal of Environmental Research and Public Health, 14*(8). doi: 10.3390/ijerph14080864.

Gibbs Jr, Raymond W., & Herbert L. 2006.835. Colston. "Figurative language." *Handbook psycholinguistics*. Academic Press.

Hackley, Chris. (2005). "Advertising and Promotion." Encyclopedia of International Media and Communications*, 7*–15. doi: 10.1016/B0-12-387670-2/00002-9.

Hales, D., Peersman, G., Rugg, D., & Kiwango, E. (2010). An Introduction to Triangulation. UNAIDS. Retrieved August 21, 2020 from https://www.unaids.org/sites/default/files/sub_landing/files/*10*_4-Intro-to-triangulation-MEF_0.pdf

Lakoff, G., and M. Johnson. (2008). "Metaphors We Live By.Pdf." 129.

Lakoff, George, Mark Johnson, & U. C. Berkeley. (1980). "Conceptual Metaphor in Everyday Language." *The Journal of Philosophy, 77*(8):453–86.

Leech, G.N. (1984). *A Linguistic Guide to English Poetry.* New York: Longlam Group Ltd.

Miles, Matthew B.; Huberman, A. Michael & Saldana, Johnny (2014). *Qualitative Data Analysis: A methods sourcebook.* Thousand Oaks, CA: Sage.

Muhammad, Hanif, & Razzaq Athar. (2022). "Annals of Human and Social Sciences." *Annals of Human and Social Sciences, 3*(3):1–11.

Muhson, A. (2006). "Teknik Analisis Kualitatif." *Universitas Negeri Yogyakarta* 1–7.Silvia Yurnianti1, Ermanto2, Zulfahdli. n.d. "42 Gaya Bahasa Iklan Produk Pt. Unilever Indonesia: Suatu Tinjauan Semantik Dan Pragmatik."

Pardede, Monika, Christina Natalina Saragi, & Usman Sidabutar. (2023). "Jurnal Scientia Is Licensed under a Creative Commons Attribution-Non Commercial 4.0 International License (CC BY-NC 4.0) Metaphor Analysis In Songs Lyrics Of Charlie Puth: A Case On Semantics." *Jurnal Scientia, 12*(4):2023.

Rahmadhanti, Rafika Wahyu., Bernadtua Simanjuntak., and Jumalintong Sihombing. (2022). "Metaphor Analysis and Meaning of the Song 'Different World.'" *FORDETAK: Seminar Nasional Pendidikan: Inovasi Pendidikan DI Era Society 5.0, 586*–96.

Rijali, Ahmad. (2018). "Analisis Data Kualitatif Ahmad Rijali UIN Antasari Banjarmasin." *17*(33):81–95.

Rina Devianty. (2017). "Bahasa Sebagai Cermin Kebudayaan." *Jurnal Tarbiyah, 24*(2):226–45.

Rowe, Bruce M., & Diane P. Levine. (2018). "Semantics: The Study of Meaning." *A Concise Introduction to Linguistics,* 140–66.

Saskara, I Putu Adi. (2021). Buku Ajar: Media Periklanan Berbasis Implementasi Tuorial Praktek (Dasar, Penggunaan dan Pembuatan Iklan), Bali: Swasta Nulus.

Sidabutar, Usman., and Mulyadi. (2023). "Kajian Metafora Dan Metonimi Pada Iklan Gudang Garam 'Nyalakan Merahmu.'" *Jurnal Konfiks, 10*(1):24–33. doi: 10.26618/konfiks.v10i1.10789.

Simatupang, Echa F. E., I. Gusti Agung Sri Rwa Jayantini., & I. Wayan Resen. (2023). "Figurative Language in Ariana Grande Song Lyrics." *Journal of Language and Applied Linguistics, 4*(1):26–30. doi: 10.22334/traverse.v4i1.212.

Silvia Yurnianti1, Ermanto2, Zulfahdli. n.d. "42 Gaya Bahasa Iklan Produk Pt. Unilever Indonesia: Suatu Tinjauan Semantik Dan Pragmatik."

Stowe, Kevin., Prasetya Ajie Utama., & Iryna Gurevych. (2022). "IMPLI: Investigating NLI Models' Performance on Figurative Language." *Proceedings of the Annual Meeting of the Association for Computational Linguistics, 1*:5375–88. doi: 10.18653/v1/2022.acl-long.369.

Sugiyono. (2016). "Penerbit Pustaka Ramadhan, Bandung." *Analisis Data Kualitatif* 180.Silvia Yurnianti1, Ermanto2, Zulfahdli. n.d. "42 Gaya Bahasa Iklan Produk Pt. Unilever Indonesia: Suatu Tinjauan Semantik Dan Pragmatik."

Ulfa, Rafika. (2022). "Konsep Dasar Penelitian Kualitatif Dalam Penelitian Pendidikan." *Al-Fathonah : Jurnal Pendidikan Dan Keislaman, 1*(5):578–96.

Walisyah, Tengku. (2019). "Bentuk-Bentuk Komunikasi Visual Dalam Periklanan." *Jurnal Komunika Islamika : Jurnal Ilmu Komunikasi Dan Kajian Islam, 6*(1):33. doi: 10.37064/jki.v6i1.5518.

Waruwu, Marinu. (2023). "Pendekatan Penelitian Pendidikan: Metode Penelitian Kualitatif, Metode Penelitian Kuantitatif Dan Metode Penelitian Kombinasi (Mixed Method)." *Jurnal Pendidikan Tambusai, 7*(1):2896–2910.

Xia, Mengzhu. (2021). "Analysis of Metaphor Translation from the Perspective of Relevance Theory—a Case Study of the Translation of Metaphor in Fortress Besieged." *Journal of Language Teaching and Research, 12*(1):194–98. doi: 10.17507/jltr.1201.21.

Yurnianti, Silvia, Ermanto Ermanto., & Zulfadhli Zulfadhli. (2012). "Gaya Bahasa Iklan Produk Pt. Unilever Indonesia: Suatu Tinjauan Semantik Dan Pragmatik." *Jurnal Bahasa Dan Sastra, 1*(1):42. doi: 10.24036/84780.

Yusuf, Munif. (2021). "Metafora Dan Metonimi Sebagai Pembentuk Polisemi." *Jurnal Pesona, 7*(1):61–71. doi: 10.52657/jp.v7i1.1381.