STUDY OF METAPHORS IN SELECTED COSMETICS ADVERTISEMENTS

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Keywords

Metaphor, Advertisement, Slogan, Cosmetics, Social Media, Internet

Abstract

Research Problem:
Despite growing research on advertising language, limited attention has been given to the persuasive role of metaphor and visual representation in cosmetics advertising. This study examines metaphors in selected cosmetics advertisements, focusing on meanings conveyed through advertising slogans and their influence on consumers and purchasing behaviour.
Methods/Theory:
A descriptive-qualitative approach was adopted. Data were collected from official websites and social media platforms of selected local and international cosmetic brands. The study is anchored on the metaphor theories of Charles Forceville, and Murray Knowles and Rosamund Moon, used to identify types and meanings of metaphors in English cosmetic advertising slogans. The analysis covered products such as lipstick, facial foam, eyeliner, mascara, and facial powder.
Results*:*
Findings reveal that, out of eleven advertisements analysed, nine contain

conventional and verbo-pictorial metaphors, while two contain creative and verbal metaphors. Verbo-pictorial metaphor is dominant, accounting for 81.8%, while verbal metaphor accounts for 18.1%, and pictorial metaphor is absent. The study also shows that consumers are unconsciously influenced by metaphorical language and visual representations, increasing interest in cosmetic products and strengthening product attractiveness in competitive advertising environments.

Conclusion:

The study concludes that metaphors are effective persuasive tools that enhance product appeal and influence purchasing decisions.

Key Contribution to Knowledge:

The study contributes by demonstrating the dominance and effectiveness of verbo-pictorial metaphors in cosmetics advertising.

Recommendation*:*

Advertisers should use metaphors responsibly to ensure clarity and cultural appropriateness, while future researchers should explore metaphor use in other advertising domains and media platforms.

Introduction

Language plays a vital role in human communication, interaction, and the exchange of information. However, effective communication depends not only on the use of language but also on the ability to understand the meanings conveyed within different contexts. In many forms of discourse, especially advertisements, newspapers, and literary texts, meanings are often expressed indirectly through figurative language such as metaphor. The use of metaphor has become increasingly significant because it allows speakers and writers to convey hidden, implied, or imaginative meanings beyond the literal interpretation of words. This complexity has attracted the attention of many researchers in the fields of language and literature.

Fernandez and Cairns (2020: 26–27) state that all languages are deeply similar, even though thousands of languages are spoken in the world today, many were spoken in the past, and many more will emerge in the future. This suggests that although languages may differ in grammar and structure, they share similar communicative functions. Therefore, it is important to use language appropriately, especially when interpreting meanings within a particular context.

The word "metaphor" has generally been used by many researchers in analysing language and literary expressions. Several studies have examined metaphors in magazines, newspapers, advertisements, and other literary works within the field of semantics. Through metaphor studies, researchers are able to understand how utterances often contain hidden meanings, particularly in imagery and figurative expressions commonly used in communication.

One example is the study conducted by Krisnawati (2017), titled Metaphors in Indonesian Soccer News. The study discussed metaphors found in Indonesian soccer news published in two Indonesian newspapers through the lens of conceptual metaphor theory. The researcher adopted the theory of George Lakoff and Mark Johnson, which explains that conceptual metaphors involve understanding one conceptual domain in terms of another. The

study employed the MIPVU (Metaphor Identification Procedure Vrije Universiteit) method developed by Gerard Steen et al. (2020) to identify metaphorical linguistic expressions in the data. The findings revealed that soccer goals were metaphorically conceptualised as gold and crops, while soccer games were viewed as hunting activities. The study further showed that goals served as valuable targets for players and teams, just as gold and crops are valuable to miners and farmers respectively.

Moreover, there was one more similar research which was conducted by Reni (2017) with the title of this metaphor study in the advertisement: *A Case Study of ASEAN Tourism Destination*. The type of research used was a descriptive method with a qualitative approach. The data source in this study was obtained from the slogan of the ASEAN tourism destination advertisement. Data analysis was collected and analyzed using a metaphor aspect in this research. To analyzed this research, the researcher used a type of metaphor like verbal metaphors, pictorial or visual metaphors, and verbo-pictorial metaphors in the slogan of ASEAN tourism destination advertisement. The research focused on language (written text), visual image (photo, hand or computer drew an image or digital animation) and both of them, which were contained in the slogan. Unfortunately, her research did not provide a clear explanation of the meaning found in the described advertisement. Moreover, she did not explain the analysis found appropriately to answer the formulation of the problems.

In addition, remember the importance of using metaphor in the advertisement so that using metaphors can be analyzed for the development of this theory. The word metaphor is generally used by many researchers to analyze a type of language in the linguistic or literature area. A lot of researchers have already analyzed metaphors in magazines, newspapers, advertisement, etc. It can be discovered in the form of analysis, journal research (Rossa, 2020; Rios, 2017; Yu, 2020; Czerpa, 2018), undergraduate thesis (Yalcinkaya, 2012; Anderson, 2019) and dissertation (Famelart, 2020). In another case, the writer informs that some other researchers have found metaphors in literary works like poetry and novel (Freeman, 2017; Semino and Steen, 2018; Hogan, 2003). Confronted with this, the writer knows some information about metaphor and the idea obtained from those previous researches. The writer finds the idea that metaphor has been recommended in the analysis of the text, especially in the advertisement. The metaphor has a great impact on text because metaphor makes every text becomes artistic and unique. So, the writer chooses metaphor as the focus of her research.

Generally, this analysis for describing the importance of using metaphor in the advertisement, especiallythis analysis wants to explain the explicit meaning and function of metaphor in different slogan cosmetic advertisement in online media or websites. This research is not focused on all advertisements, but only on some of the ad slogans. Research on the slogan is intended to find out the metaphorical expressions used in cosmetics ads because of the author's interest since it is against advertising slogans that have explicit language and unique.

Despite the numerous studies that have examined metaphor in newspapers, magazines, sports discourse, and other literary texts, limited attention has been given to the use of metaphor in cosmetics advertisements, particularly in relation to the persuasive functions of advertising slogans. This study therefore distinguishes itself from previous studies by specifically examining how metaphorical

expressions are employed in the slogans of selected local and international cosmetic brands to influence consumers' perceptions and purchasing decisions. Unlike earlier studies that mainly focused on conceptual metaphor in general discourse, this research concentrates on the linguistic and persuasive dimensions of cosmetic advertising slogans as used on official websites and social media platforms.

The researcher chooses cosmetic advertisements as the object of study because advertisements serve as important communicative tools capable of expressing ideas, emotions, and persuasive intentions. Cosmetic advertisements, in particular, are widely recognised and frequently encountered, especially among women who constitute a major target audience of cosmetic products. This study therefore focuses on the analysis of metaphors in selected cosmetics advertisements, with emphasis on the use of language in advertising slogans. The study analyses advertisements from both local and international cosmetic brands obtained from official websites and official social media accounts. The cosmetic products examined include lipstick, facial foam, eyeliner, mascara, facial powder, and related beauty products. Through this approach, the study seeks to reveal how metaphorical language enhances persuasion and contributes to the effectiveness of cosmetic advertising.

Research Problem

There is inadequate scholarly attention to the use of metaphors in cosmetics advertisements, particularly in advertising slogans, and how such metaphors function persuasively to influence consumers' perceptions and purchasing decisions. Most existing studies on metaphor have focused on newspapers, magazines, sports discourse, and general conceptual metaphor analysis, leaving a gap in the specific examination of cosmetic advertising language, especially across local and international brands.

Language in advertisements is often indirect, and meaning is frequently conveyed through figurative expressions such as metaphors; however, the types and communicative functions of these metaphors in cosmetic advertising slogans remain underexplored. In addition, little emphasis has been placed on how both advertisements and how they contribute to meaning-making and persuasion.verbal and visual metaphorical elements operate together in advertisements distributed via official websites and social media platforms.

This gap makes it necessary to investigate the types of metaphors used in selected cosmetics

Aim and Objectives

The aim of this study is the Study of Metaphors in Selected Cosmetics Advertisements. The specific objectives of this study are to:

1. describe the metaphors in the cosmetic advertisement;
2. identify the types of metaphor used in the cosmetic advertisement; and
3. describe the effect of the cosmetic advertisement in society.

Conceptual Review

Advertisement

Advertisement is a strategic form of communication used by companies and producers to promote products, services, or ideas to consumers through persuasive messages. Sudiana (2018) argues that advertising is a form of communication consisting of information and ideas about a product aimed at attracting consumers simultaneously. Similarly, according

to Kim Bartel Sheehan (2003), advertising is a paid and persuasive message delivered through mass media by an identifiable source. In the same vein, Newsom and Haynes (2011) describe advertising as a medium purchased to publish prepared messages to customers, stressing that clear and effective language makes advertisements more appealing and understandable.

Advertising goes beyond mere promotion because it shapes consumers' perceptions and influences their purchasing decisions through carefully selected linguistic and visual strategies. Many consumers are persuaded by attractive presentations, persuasive slogans, and symbolic representations embedded in advertisements before deciding to purchase a product. In this regard, Winardi (2020) explains that communication processes in advertising involve essential elements such as the message, the source, and the communication channel, all of which contribute to the effectiveness of advertising discourse.

The development of advertising has also evolved alongside technological advancement. Cunningsworth and Fert (1992) observe that advertising expanded significantly in the twentieth century, particularly after 1950, becoming an essential component of modern economies. Initially, advertising existed in simple forms such as word-of-mouth communication, posters, and print media. However, with technological innovations, advertising channels expanded to include cinema, radio, television, and, more recently, Internet-based and social media platforms (Wright, 1999). This transformation has enabled advertisers to combine verbal and visual elements more creatively to attract consumers and compete effectively in the global market.

According to Kim Bartel Sheehan (2003), advertisements contribute significantly to economic growth because they promote products and services to potential users. Consequently, modern advertising has become not only a commercial activity but also a linguistic and social practice through which meanings, desires, and consumer identities are constructed.

Slogan

According to Foster (2020:2-23), the main functionofthe slogan is to conveythe key brand message in the mind of the target and to give the message that the companypretendsto transmit for the target audience. The slogan is usually a brief and easy memorable statement that is connected with the product. The ability of slogan, as well relevant to communicate the function, leads us to consider it as strategic elements. Slogans are used as part of marketing activity to describe consumer attentionandenhance consumer memoryofthe brand. In addition, there are some characteristics of the slogans in the advertisement:

It should be memorable
It should recall the brand name
It should include a key benefit
It should impart positive feelings for the brand
It should reflect the brand's personality
It should be strategic
It should be competitive
It should be simple

Figure of Speech

Figure of speech refers to the artistic and non-literal use of language in which speakers or writers intentionally convey meanings beyond the ordinary interpretation of words. According to Perrine (2017: 49), figure of speech is an unusual way of expressing something in which

one thing is intentionally used to refer to another meaning. It is therefore employed to communicate implied meanings, create emphasis, and enrich expressions beyond their literal sense.

The significance of figurative language lies in its ability to stimulate imagination, intensify emotions, and create vivid mental images for readers or listeners. Perrine and Arp explain that figurative language enhances imagination by enabling the mind to move beyond literal understanding into imaginative interpretation. They further argue that figurative expressions make abstract ideas more concrete and pleasurable to the senses, particularly in literary discourse. In addition, figurative language strengthens emotional intensity and allows speakers or writers to communicate attitudes and feelings alongside information. It also serves as a stylistic device for conveying broad meanings in brief and compact expressions.

Beyond its literary function, figure of speech has become an important communicative strategy in contemporary discourse such as advertising, media communication, and public persuasion. Through figurative expressions, advertisers and writers are able to construct attractive meanings, sustain audience attention, and influence interpretation in subtle but powerful ways. This demonstrates that figurative language is not merely decorative but also functional in shaping perception and communication.

Perrine's classification identifies twelve major categories of figure of speech, namely metaphor, simile, personification, synecdoche, metonymy, symbol, allegory, hyperbole, apostrophe, paradox, understatement, and irony. Among these categories, metaphor remains one of the most widely used because of its persuasive and imaginative potential in both literary and non-literary discourse.

Language Style

According to Gorys Keraf (2018), language style can be limited as a way to express thoughts through language. Typically showing the soul and the personality of the author (user language), the metaphor is included in comparison language style. A metaphor is comparing language style an object with other objects that both have the same properties.

Types of Figurative Language

Based on Kennedy (2018: 481), figurative language consists of comparative, contradictive, and correlative. Comparative language consists of Personification, Metaphor, and Simile. Contradictive figurative language consists of Hyperbole, litotes, Paradox, and Irony. Correlative figurative language consists of Metonymy, Synecdoche, Symbol, Allusion, and Ellipsis.

Comparative Figurative Language

Comparative figurative language consists of Personification, Metaphor, and Simile.

Personification

According to Kennedy (2018: 487) Personification is a figure of speech in which a thing, an animal, or an abstract term (truth or nature) is made human. Personification gives human characteristics to inanimate objects, animals, or ideas. For example: *The sun played hide and seek with the clouds.*
The meaning of the statement describes the sun and the sky is played as human does. The word "played" has a connotative meaning.

Metaphor

According to Kennedy (2018: 482), Metaphor is a statement that one thing is something else, which in a literal sense, it is not. It does not use connective words such as like or as. It means that metaphor only makes sense when the similarities between the two things become apparent or someone understands the connection. For example: *He has a heart of stone.*
The meaning of heart of stone is the man cannot accept opinion from others because his heart is hard like a stone.

Simile

According to Kennedy (2018: 491), Simile is comparison of two things, indicated by some connective, usually like, as, than or verb such as resembles. Generally, a simile is defined as a type of figurative language that used to explain the resemblance of two objects (in shape, color, characteristic, etc).
For example: *As easy as shooting fish in a barrel.*

The example is doing something that people think is hard but he makes it is very easy and simple.

Metaphor

The metaphor comes from the Greece of "meta" which means above and "pherein" which means to redirect or move. Classe in his book explains that the metaphor is the transfer of imagery, meaning, or the quality of a phrase to an expression (Classe, 2000: 941). In metaphor, the comparison is implied (Perrine, 2017:49). The implication directly addresses what being compared to without using of comparison such as like, as, similar to. Like simile, metaphors add an extension of being compared or emphasize the character of the thing. Perrine quotes an example from Shakespeare's poem, "Merry larks are ploughmen's clock" (Perrine, 2017:11). Here, he identifies larks with clocks. By using a metaphor, the speaker can transfer the qualities and associations of one object to another in order to make the latter more vivid in the addressee's mind.
So, a metaphor states something which is something else. For example: Your diamond eyes amaze me (The comparison is between eyes with a diamond without using comparative words). Love is blind (the association of blind becomes a metaphor for love, and still without using any comparative words) (Perrine 1969: 49).

Theoretical Framework

The Theory of Metaphor

Metaphor has remained one of the major areas of study in linguistics, literary studies, philosophy, psychology, and communication studies because of its role in meaning construction and interpretation. According to Picken (2021:108), the concept of metaphor has generated diverse definitions and perspectives across disciplines, resulting in different theoretical approaches to its interpretation and application. This diversity shows that metaphor is not merely a decorative linguistic device but also a cognitive and communicative strategy through which people understand abstract concepts and social realities.

One of the earliest approaches to metaphor is the Comparison Theory initiated by Aristotle in the fourth century AD. The theory explains metaphor as a process of understanding one concept through comparison with another concept that is already familiar. According to Aristotle, metaphor enables abstract ideas to become meaningful through the transfer of

qualities from a known concept to an unfamiliar or abstract one. Thus, in the expression "the teacher is the sun of the nation," the qualities associated with the sun as a giver of light and warmth are transferred to the teacher. In this sense, metaphor functions as a cognitive mechanism for meaning extension and interpretation. Andrew Ortony (2021:3) further explains that Aristotle viewed metaphor primarily as a rhetorical and stylistic device used to enrich discourse and persuasion.

The comparison theory is further supported by Larson (2019:271), who argues that metaphor, like simile, is based on comparison between two entities sharing similar qualities. Larson explains that metaphor consists of semantic propositions involving a topic and its description. For instance, in the statement "the teacher is the sun of the nation," "teacher" serves as the topic while "the sun of the nation" provides the descriptive comparison. The relationship between both elements reveals the shared qualities of guidance, illumination, and usefulness.

However, despite the relevance of the comparison theory in explaining similarity between concepts, the theory appears limited in explaining contemporary metaphors used in modern advertisements, especially verbo-pictorial and creative metaphors that combine linguistic and visual elements simultaneously. The theory mainly emphasises direct comparison between two concepts without adequately accounting for the persuasive, ideological, and multimodal dimensions of modern advertising discourse. In cosmetic advertisements, meanings are often constructed not only through comparison but also through visual symbolism, emotional appeal, and cultural associations embedded in slogans and images.

This limitation makes it necessary to extend metaphor analysis beyond the traditional comparison perspective. Consequently, this study adopts the metaphor theories of Charles Forceville and Murray Knowles and Rosamund Moon because their approaches provide a more suitable framework for analysing both verbal and visual metaphors in cosmetic advertisements. Their theories allow for a broader understanding of how metaphor operates persuasively in contemporary media discourse, particularly in advertisements distributed through digital and social media platforms.

Types of Metaphors in Advertisement

According to Forceville (2018: 272-310), suggests that there are three types of pictorial metaphor analysis both in the printed advertisement and billboards:

Verbal metaphor is a textual written language used to convey the meaning of the first subject. It means that the word is completely textual and has no contained image to accompany.
A pictorial metaphor uses the image for the first element, without words or any text accompanying the visual image. The concept of pictorial metaphor is usually used in printed advertisements and billboards.
Verbo-pictorial metaphor is the combination of images and words as the primary subject in the presentation. Moreover, the combination of the verbal and visual elements can make the meaning of metaphors clear. Nothing stands alone; instead, both of them support each other.

Empirical Review

A few of studies have investigated the metaphor on the other literary work in the field of semantics because of this theory we can learn the meaning of the word in fact that every

utterance conveyed by people sometimes contains hidden meaning, just like in imagery, or metaphor as a part of figurative language which is common and widely used. An example of the study was reported by Krisnawati (2017) under the title *Metaphors in Indonesian Soccer News*. This article discussed a cognitive view on metaphors found in Indonesian soccer news published in two Indonesian newspapers through conceptual metaphor theory, which maps the source domain to the target domain. The writer used the theory by Lakoff and Johnson (2017) that conceptual metaphors mean the domain of concept A is the domain of concept B. The method employed to identify metaphorical linguistic expressions in the data sources was MIPVU (Metaphor Identification Procedure Vrije University) developed by Steen et al. (2020). The result revealed that metaphorically, the game of soccer perceived goals as gold and crops, and the games themselves were hunting. The metaphorical linguistic expressions discovered in Indonesian soccer news had uttered some conceptual metaphors that stood in our thought. The main purpose of the game, which was to score goals, had brought the concept of goals as gold and as crops. Both gold and crops were necessary for miners and growers in such a way that goals were the key for soccer players or soccer teams. With regard to the games of soccer, the games were conceptualized as hunting and the goals served as the hunted.

Moreover, there was one more similar research which was conducted by Reni (2017) with the title of this metaphor study in the advertisement: *A Case Study of ASEAN Tourism Destination*. The type of research used was a descriptive method with a qualitative approach. The data source in this study was obtained from the slogan of the ASEAN tourism destination advertisement. Data analysis was collected and analyzed using metaphor aspect in this research. To analyze this research, the researcher used a type of metaphor like verbal metaphors, pictorial or visual metaphors, and verbo-pictorial metaphors in the slogan of ASEAN tourism destination advertisement. The research focused on language (written text), visual image (photo, hand or computer- drawn image, or digital animation) and both of them, which were contained in the slogan.

The last researcher found an analysis which was conducted by Puspasari. In this study, the researcher analyzed car advertisement in a car brochure. This analysis was very interesting since the researcher used the theory by Danessi (2019) to analyzed metaphor in slogans and Kovecses (2020) theory to analyzed metaphor which can be arranged into formula A is B, where target domain (A) is understood through a source domain (B). The source domain was the conceptual domain from which we draw metaphorical expression to understand another conceptual domain. This research is entitled *An Analysis of Metaphors in Car Advertisements*. The researcher analyzed the metaphors of slogans in car brochures. The objective of conducting this research was to identify the metaphorical phrases of SUV car advertisement slogans, to detect the meaning of the metaphorical phrases in SUV car advertisement slogans, and to examine the target audiences of these metaphorical phrases in SUV car advertisement slogans. The researcher used the descriptive method in analyzing the slogans in car brochures. The result of the analysis showed that from nineteen slogans that were collected by the researcher, nine slogans included metaphors and ontological, whereas ten slogans used personification ontological metaphors. Based on the analysis, each metaphorical expression had its own meaning based on its target audiences.

Research Methodology

Research Design

In analyzing metaphor in the cosmetic advertisement, qualitative research was used by the researcher. The researcher used descriptive qualitative for analyzing semantic theory especially metaphor based on Forceville and Knowless and Moon.

According to Sugiyono (2020:15), qualitative research is intended to investigate, find, describe, and explain the quality of features of social influence that cannot be explained or drawn through a quantitative method. The qualitative research is a descriptive data including written and oral word from the research objectives whether it is from society or books. In qualitative research, the data is compiled from the form of words or sentences, then describing the phenomenon found in the data. The used of qualitative research can be involved in the study used in a variety of material and case study in our life such as personal experiences. The researcher used the metaphor theory. The researcher described the data in the form of words and used the text of the slogan advertisement to be analyzed. A qualitative method was appropriate to this study because this study was analyzed the context of metaphor's type in cosmetic advertisement slogan and describe the meaning of the cosmetic advertisement through its context.

Data and Data Source

The data for this research was in the form of text, picture, sound, video and the sentence, utterances from a script that are the words, phrases, clauses, and expression used by the advertisement's video in Indonesian cosmetic advertisements that contain metaphor from their official websites or official social media. The researcher analyzed about 10-15 cosmetic advertisements. The cosmetic brand referred to cosmetics as a substance placed on the face such as lipstick, facial foam, eyeliner, mascara, facial powder, etc. The researcher used seven cosmetic brands and the official websites and social media account of each cosmetic brand to be the object mentions in the table below.

Table1: The Brand Cosmetic to use identify the data

No	Brand
1	Wardah
2	Maybelline
3	The body shop
4	Revlon
5	Estee Lauder

6	The body shop
7	M.A.C
8	Sephora

The brand has been used by women in various countries. Other than that, all cosmetics brands were established and in production abroad. Such as, Maybelline, Clinique, Estee Lauder and Pond's whose main factory is in the United States. Then, Sephora can be found in France. Wardah was found in Indonesian. The body shop came from England but the main factory is in Brazil.

Instrument

Suharsimi Arikunto (2002: 136) states that the instrument of research is a tool or facility used by researchers in collecting data to make his work easier and the results better, in a more careful sense, complete, and systematic so that it can be more easily processed. Based on the technique of data collection used, then the instrument of this research was the researcher himself. Denzin and Lincoln as cited in Simon (2011: 1) argue that a qualitative study is used human as an instrument rather than questionnaires or machines to find how the people feel or what they are thinking about a particular subject in the research.

The human instrument was applied in the research because the collecting and
Identification of the content of slogan cosmetic advertisement was found by the researcher himself. The types of metaphor and the explicit meaning using Knowles and Moon theory in the cosmetic advertisement slogan through its context were also collected and identified by the researcher himself. The researcher collected the data after reading the whole of slogan contents.

3.4 Technique of Data Collection

In this research, the researcher followed some steps to collect the data from the selected cosmetic advertisements in the official websites or official social media. In collecting data, the researcher used the text, picture, sound, and video of cosmetics advertisement as the source of data. First, the researcher analyzed 10-25 cosmetic advertisements from the official websites. The researcher read the text of cosmetics advertisements and watches the video of cosmetic advertisements. Second, the researcher watched video on the data to find and collect the data from the source containing the metaphor. Recorded all data and classified them on 15 metaphors obtained from the data collection. Third, the researcher separated 15 data containing metaphor from the data which did not contain metaphor and categorized them by the country manufacturer of the product of 10-15 data containing metaphors. The last examined the 10-15 data containing metaphors and categorized every data according to the kind of metaphors that were found.

Findings and Discussion

In this chapter, the researcher analyzes slogans in the cosmetic advertisement as the object through its text, picture, sound, and video. The researcher analyzes metaphors based on two theories.

4.1 Findings

This chapter discusses metaphor. The first findings that have two types in the analysis are a conventional metaphor and a creative metaphor. The researcher uses Knowless and Moon theory. The object analysis found in some brand cosmetic advertisements as wardah, Maybelline, the body shop, Estee lauder, Clinique, Sephora, m.a.c, Revlon. The data are collected from websites and social media of brand advertisements. Based on the theory of Knowles and Moon, there are three things that need to be noticed to analyze the metaphor. The name is Metaphor/vehicle is a word or phrase that has the meaning of the metaphorical. The meaning/topic is the metaphorical meaning of the author, not the literal meaning. Connection/grounds is the relationship between the literal meaning with the metaphorical meaning. The last context is the sentences that have a line of a word that we take as a metaphor. The second finding that has three types in the analysis are a pictorial metaphor as uses the image for the first element, without words or any text, verbal metaphor as the textual written language used in the advertisement. The last, verbo-pictorial is the combination of images and words as the primary subject in the presentation. In the second finding, the researcher just classified type of metaphor in an advertisement by forceville. For further explanation about the findings, they were explained below:



Figure3: Type of Metaphor by Knowless and Moon

The pie chart shows the result types of conventional metaphor and creative metaphor which are used by cosmetic advertisement in slogan. The pie chart shows that creative metaphor is often used in slogan advertisement, especially cosmetic advertisement. The percentage of conventional metaphor is more than a creative metaphor. Conventional metaphor is 85% and creative metaphor 15% data of type metaphor by Knowless and Moon.

The researcher just found 9 types of conventional metaphor and 2 types creative metaphor with (11) total of data found in cosmetic advertisement slogan based on theory Knowless and Moon. Moreover, the researcher shows the discussed the analysis data of this study below:

Metaphor by Knowless and Moon Data 1: *Bright* on girls

This ad consists of one slogan phrase which in the video explains a career woman with all her busy life. She always uses Wardah perfect bright moisturizer product. When she uses the product, her face brightens instantly because of the brightening powder that is contained in Wardah products.

Be bright, Be ready, *Bright On Girls*

In the above remarks, it appears that the use of the term "bright" aims to show the product can give a brightening effect to the face or look brighter. Lexically, "bright" means producing a lot of light or having a very light and strong color. "Bright" is a term usually used to describe the nature of an object or human but then is used to describe the condition or function of a product.
Context: Be bright, be ready, *Bright On Girls*

Metaphor/vehicle : Bright
Meaning/topic : Illuminating effect

Connection/ground :To make something shines a light on, to supply with light.

By the two definitions above, the bright word and illuminate word have intersections where both have the meaning of light.

The type of metaphor from this text is the conventional metaphor by which a word used is no longer new in nature. This kind of metaphor has been lost because this metaphor is often used and then put into daily words.

Based on the identification and analysis of data 1, it can be concluded that the word "bright" is found. The lexical meaning of bright is producing a very light and strong color, but it is used to state that Wardah perfect bright moisturizer product can brighten women after using this product. The metaphorical meaning contained in the data is illuminating. Moreover, the related meaning between bright and illuminate is light. But differences are that "bright" means producing the light and "illuminate" means making the light. The purpose of using word bright in Wardah cosmetics is to make understanding to the consumer that Wardah perfect bright moisturizer can give an illuminating effect on the face after using the product. The metaphor type based on data 1 is a conventional metaphor. On the other hand, data 1 also contains the word function, but it is used to describe the statement of product function.

Data 2: Your Everyday Mascara, Your Fresh *Blooming* Look

This ad contains one phrase in the form of a mascara advertisement from Maybelline products under the name Maybelline Hypercurl mascara. This data is taken from the Instagram account of Maybelline New York. In the picture, this product is generally introduced as a mascara product that is useful for making the eyes more supple, durable, and waterproof.

Your Everyday Mascara, Your Fresh *Blooming* Look

In the above remarks, it appears that the use of the term *"blooming"* is used to declare that Maybelline Hypercurl mascara is a product that can make the eyelashes become curly like a newly blooming flower. Lexically, the word *"blooming"* means to produce flowers, to change, grow or develop fully. From the definition above, it can be concluded that *"blooming"* is a change in an

event. However, in this context, *"blooming"* is used to emphasize that Hypercurl Maybelline mascara

Product is a product that can change the eyelashes to be curling.

Context : Your Everyday Mascara, Your Fresh Blooming Look
Metaphor/vehicle : Blooming

Meaning/topic : Curl

Connection/ground : Something that round shape

The relation between blooming and curl meaning is that, literally, blooming has meaning with the flower fully open, to change, grow or develop fully. Whereas, curl is something that round shape. Based on the definition and the understanding of the writer, both of them have a relationship. They both make a shape or become a curved shape. When a flower has not bloomed, initially, it is closed. When it blooms, it opens and curves. Whereas, when the mascara has not been applied to the eyelashes, it will look less bold. After applying the mascara, the eyelashes will be longer and curved. It is likened to a flower that has just bloomed.

The type of metaphor used in the text above is a conventional e metaphor. This metaphor used by ad writers or speakers to express an idea and feeling into writing. This metaphor sometimes uses to every daily life.

Based on the identification of the writing above, it can be concluded that the data 2 contain the metaphor word namely blooming whose lexical meaning is the flower is fully open, to change, grow or develop fully. Yet, it is used to declare that Maybelline Hypercurl mascara is a product that can make the eyelashes curling like a flower that has just bloomed. The meaning of the metaphor contained in the data above is curled, while the related meaning between blooming and curl is together through a process that produces a beautiful shape. The purpose of using the word blooming in the advertisement is to provide readers with an understanding that Maybelline Hypercurl mascara is a product that can make our eyelashes open and curl as a flower that just blooms. In addition, it also provides an understanding to the reader that the quality of this product can be proven as the previous product. So, type metaphor based on data 2 is a conventional metaphor.

Discussion

The first findings are a conventional metaphor and creative metaphor. The researcher uses Knowless and Moon theory. The object analysis found in some brand cosmetic advertisement as Wardah, Maybelline, the body shop, Estee Lauder, Clinique, Sephora, m.a.c. Based on the theory of Knowles and Moon, there are three things that need to be noticed to analyze the metaphor, including Metaphor/vehicle is a word or phrase that has the meaning of the metaphorical, the meaning/topic is the metaphorical meaning of the author, not the literal meaning, Connection/grounds is the relationship between the literal meaning with the metaphorical meaning, and the last context is the sentences that have the line of a word that we take as a metaphor.

The result of type of metaphor in advertisement, the common type in slogan cosmetic advertisement is “conventional metaphor”. The use of ‘conventional metaphor’ itself is also in the big amount in slogan of cosmetic advertisement which is equal to 85 % or 9 slogans of the whole data of slogans. They are The Body Shop, Wardah, Estee Lauder,

Clinique, Maybelline, Revlon, and M.A.C. On the contrary, 'Verbal Metaphor' is produced in 2 slogans or 15 % in slogan cosmetic advertisement. They are The Body Shop and Sephora. It can be concluded that slogan cosmetic advertisement is the majority used type of 'conventional metaphor to promote product cosmetic in the advertisement.

The last finding that slogan cosmetic advertisement more frequently follows type of verbo-pictorial metaphor rather than verbal metaphor and pictorial metaphor, In fact, there is no one of slogan cosmetic advertisement used a type of pictorial metaphor to convey a message about the cosmetic product in the slogan. Even though, the type of verbal metaphor also becomes the minority in the slogan cosmetic advertisement. As the first element analyzed, type of metaphor in advertisement indicates the various ways to produce interest promotion in slogans. Slogan is an important part of the promotion. Especially, slogan becomes the selling power to promote product cosmetic. Therefore, slogan must have special content to interest the reader.

Generally, 'Verbo-Pictorial' is commonly used in a cosmetic advertisement slogan. Among some type of metaphor in an advertisement, 'Verbo-Pictorial' becomes an effective type to promote slogan in the cosmetic advertisement. Verbo- Pictorial is one of type metaphor which is more frequently used by a slogan in cosmetic advertisement. (Anderson, 2019: 40) categorized Verbo-pictorial metaphors have pair text and images, thus making the metaphor clearer to the viewer by giving them both images and written words. Slogan tourism of cosmetic advertisement is commonly used both the picture and the text to promote product cosmetic advertisement in slogan. As evident, slogan has the picture to accompany text and make it clearer to convey the meaning of the text for the reader.

Moreover, considering the result of type of metaphor in advertisement, the common type in slogan cosmetic advertisement is 'verbo-pictorial'. The use of 'verbal- pictorial' itself is also in the big amount in slogan of cosmetic advertisement which is equal to 85 % or 9 slogans of the whole data of slogans. They are the body shop, Maybelline, Revlon, M.A.C. On the contrary, 'verbal metaphor' is produced in 2 slogans or 15 % in slogan cosmetic advertisement. They are Maybelline and AVON. It can be deduced that slogan cosmetic advertisement is the majority used type of 'verbo-pictorial' to promote product cosmetic in advertisement.

Conclusion

Based on the identification process and analysis results on 11 data found in the ad cosmetics which contains metaphors, we can see the relationship between literal meaning and metaphors not only language knowledge but you should know the knowledge of the culture, etiquette, moral values, society and historical knowledge. It can be seen on the use of metaphor language by advertisers. Through 11 data that has been analyzed, it appears that all metaphors have a relation with literal meaning. The relationship is apparent after analysis with metaphorical theories.

The types of metaphors contained in the 11 data that have been in the analysis form first finding are 9 data containing conventional metaphor type and 2 data containing type of creative metaphor. To analyze the theory by Knowless and Moon, researchers used three components of metaphor/vehicle, meaning/topic and Connection/Ground there is a logical linkage between the bot of them. From all the

results of the analysis can also be concluded that conventional metaphor is the viewpoint of the cosmetic advertisement's use of metaphors is more effective and efficient, the purpose more clearly to the reader so as not to make ambiguity, as the Advertiser wants. In addition, Forceville (2018: 272-310) noted that there are three types of metaphor in the advertisement. They are a verbal metaphor, and pictorial metaphor, and verbo-pictorial metaphor. In evaluating a type of metaphor usage in advertisement, it is noted that verbo-pictorial metaphor is the most effective way to promote cosmetic products in slogan. Verbo-pictorial metaphors are contained both the text and the picture in slogan, which is interrelated to supports each other in slogan. This type is commonly used in slogan cosmetic advertisements. For the reason, verbo-pictorial makes the reader easy to get the message of the meaning in content of slogan. Whereas, verbal metaphor becomes the few amount in the cosmetic advertisement program. Verbal metaphor has only contained the text to convey the message in slogan. Verbal metaphor is not an effective way to become

the tool in content of slogan because the text is not accompanied with the picture to make the reader interest. Besides, type of pictorial metaphor is not used in all slogan of cosmetic advertisement. The type has only contained the picture, which is become the only subject to convey a message for promoting products. It becomes the reason why the slogan cosmetic advertisement has not used this type. Related to the second research findings, the total amount of the entire data is 11 slogans cosmetic advertisement. Those are divided into two, 2 slogans include type of verbal metaphor and 9 slogans include type of verbal- metaphor. Among 11 slogans of cosmetic advertisement, 9 slogans are regarded as type of verbo-pictorial. It means 81, 8 %. The 9 slogans of cosmetic advertisement become the highest in the data. Then, the lowest position comes to type of verbal metaphor which is applied with2 slogans. It is equal to 18,1 % in verbal metaphor.

The last, generate a good advertisement, ad makers should use words that are interesting and should be good at choosing the words that will be used. The precision of the selection of the words in advertising will support the ad effectiveness so that the information can be conveyed accurately. The use of interesting words in advertising will generate positive effects on the audience. The meaning is also influential in the creation of good ads because the meaning affects the understanding of the consumers on products offered.

Therefore, from their last finding after analyzing all data. We can know there are still many people who are affected by advertising products, without them aware of the use of words or languages made by advertiser and some beautiful models that used in advertising make buyers more interested. On the other hand, The Advertiser also aims to make his product more selling to achieve a target. Advertisement is inviting the candidate consumer to get profit as many as possible. In communication, advertisement has full control of the content in the advertisement. They control it, suppose the reader to really read the advertisement and make sure they know about the products advertised. The point of an advertisement is reflected through messages on it which can raise the consumer’s interest.

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