

## Visualizing Cognitive Metaphor and Multimodality: A Video Advertisement Analysis as a Figurative Meaning

Karisma Erikson Tarigan<sup>1</sup>✉, Margaret Stevani<sup>2</sup>

<sup>1,2</sup>Fakultas Pendidikan Bahasa Inggris, Universitas Katolik Santo Thomas Sumatera Utara, Indonesia

✉ **Corresponding Author:** Karisma Erikson Tarigan, **E-mail:** [erick\\_tarigan2006@yahoo.com](mailto:erick_tarigan2006@yahoo.com)<sup>1</sup>, [margaretstevani19@gmail.com](mailto:margaretstevani19@gmail.com)<sup>2</sup>

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### ABSTRACT

The purpose of this study was to reveal the persuasive message in the video advertisement by using pictorial signs that found in multimodality and the effect of verbal-linguistic metaphor to the audience as a response. This study was in the form of descriptive analysis and it was analyzed by using content analysis. The sample of this study was one of online shopping video advertisement in Indonesia. The findings showed that the analysis of metaphor in advertisement depended on consumer's psychological needs and it was classified into 5 categories, namely pictorial metaphors, verbal metaphors, gesture metaphors, touch metaphors, and sound metaphors. Metaphors in advertising had a strong evaluative as an information-processing approaches to people's thinking. This research proved that metaphor and multimodality could vary the interpretation of meaning in a text because of interrelated concepts. These results would raise advertisers' awareness of the relevance of making conscious use of conceptual use. It would affect multimodal figurative language in the design of advertising campaigns in line with ethical selling plans.

### 1. Introduction

The selling power of an advertisement depends on how well-chosen the conceptual metaphor is that the picture and the words used in the advertisement attempt to evoke in people (Kovecses, 2010). Metaphors are very effective to achieve positive attitudes and emotions about products, evoking the intended types of associations for a product in a space usually not exceeding a page or in a time frame of approximately 30 seconds (Djonov & Zhao, 2014). By means of metaphors in advertising, the audience can obtain strong and weak implicatures about products advertised. In this way, metaphors reward the hearer's extra processing cost with a richer set of contextual effects than a literal utterance: 'the wider the range of potential implicatures and the greater the hearer's responsibility for constructing them, the more poetic the effect, the more creative the metaphor (Zhang & Gao, 2009). In the context of advertising, metaphors and analogies are two forms of communicative approach to convey indirect messages to consumers. Metaphors allow consumers to use their imaginations that may encourage many positive or misleading associations with the product (Omar, et al., 2015).

In connection with the importance of language in advertising, the use of metaphors is deemed necessary to support the preparation of good advertising text, because metaphors are language expressions that cannot be interpreted directly from the symbols used, but from the predication that can be used by symbols or by the meaning intended by linguistic expressions (Wahab, 1992). The function of metaphor as 'attention-grabbing devices' by means of which advertisers elicit consumers' interest and keep their attention in focus in order to inform about and promote their products. It is also essential that ads 'stick in people's memory.' Metaphors also employed 'to present what is being advertised in terms of other entities that have the characteristics that the advertisers want us to associate with the product' (Brzozowska and Chlopicki, 2015). Thus, pleasure and relief in metaphor are both rewarding and reinforce the metaphorical meaning, which results in persuasive impact (Dillard & Shen, 2013). The classification of metaphors are divided into two types, that are lexicalized metaphors and non-lexicalized metaphors. Lexicalized metaphors are uses of language which are recognizably metaphorical, but whose meaning in a particular language is relatively clearly fixed. In case of non-lexicalized metaphor, the metaphorical meaning is not clearly fixed, but will vary from context to context, and has to

be worked out by the reader on particular occasions. The categories of lexicalized metaphors were: a dead metaphor, a stock metaphor, and a recent metaphor. The categories of non-lexicalized metaphors were: conventionalized metaphor and original metaphors (Dickins, et al., 2002).

Such multimodality metaphors in an intercultural context raise a methodological issue concerning how they can be discussed and integrated into metaphor studies. A recent study showed that knowledge and background assumptions must be recruited by its envisaged audience for this audience to be able to interpret the metaphor and more specifically, to interpret it in the manner that its sender wants it to be interpreted. However, a challenge for the study was it was not found that metaphors in advertising was an excellent instrument to discuss ideology because relevance and meaning can never be measured objectively: relevance is always relevance to an individual. Because of that case, to think that source domain that would appeal to a global audience was the identification of similarities and differences across modalities in advertisement (Forceville, 2017). The source domain of the metaphor was examined by focusing on the graphical illustrations of sense-making metaphors such as gap-facing and gap-bridging. The findings indicate that the metaphor of gap-bridging is constitutive of the sense-making methodology as a whole, and ultimately, all phenomena of sense-making can be reflected by drawing on the root metaphor (Savolainen, 2006). Multimodal metaphors are metaphors whose target and source domains are predominantly or entirely presented in different modes, these modes including minimally visuals, written language, spoken language, non-verbal sound, and music (Forceville & Urios, 2009). A metaphor is as multimodal if the target and source domains are exclusively and predominantly represented in different modes, namely the verbal and the visual modes. Multimodality dramatically increases the opportunity for creativity at the level of representation, by exploiting the distinctive characteristics and meaning potentials of the various modes and their combinations. The resulting 'cross-modal resonances' may encourage new insight, but this insight is often of a preverbal, emotional, and intuitive nature, rather than involving logical processes of mapping knowledge from one conceptual domain to another (Alsadi & Howard, 2021).

This study was conducted to answer the following questions: (1) How does the audience interpret the effects of verbal-linguistic metaphor to audience by using multimodality in advertisement? (2) How the pictorial metaphors reveal the persuasive message in advertisement? In this study, the writers explored the effects of multimodality to conceptualise the products that were being advertised. The semantic associations embedded in metaphorical messages should be varied based on audience characteristics and it would give a positive benefit for future research.

## 2. Methodology

The research design was in the form of descriptive research. The part of descriptive research was content analysis. Content analysis was a research tool used to determine the presence of certain words, themes, or concepts within some given qualitative data (Singh & Ramdeo, 2020). Using content analysis could quantify and analyze the presence, meanings, and relationships of words, themes, or concepts. The sample of this study is one of the video advertisements, namely Tokopedia. Tokopedia was one of online shop in Indonesia specializing in electronic commerce. The method used to collect data in this study is the observation method. Meanwhile, the data collection techniques used in this study was the recording technique and the listening and note taking technique. The analytical method used is a qualitative method. The goal in qualitative data analysis is analyzing the meaning behind the information, data and processes of a social phenomenon. The results of data analysis are presented with a combination of formal and informal methods. The application of informal methods in presenting the results of data analysis is realized by using strings of words, sentences and technical terms to formulate and explain each research problem. The steps of content analysis was:

1. Choosing a sample
2. Defining categories
3. Reading and categories
4. Analysing data
5. Making inferences and drawing conclusions based on patterns (Fleming, et al., 2000).

## 3. Results

### 3.1 The Analysis of Verbal Metaphors

1. Verbal lexicalized metaphors were analyzed as follows:
  - a. Source: Millions of promotions (Jutaan promo) was in the form of a dead metaphor.  
Target: The consumers who used Tokopedia online application who want the promotion.
  - b. Source: The adaptation of New habit, it's time for a new style. (Adaptasi kebiasaan baru, waktunya gaya baru) was in the form of recent metaphor.  
Target: The fashion fans that have downloaded Tokopedia online application.
  - c. Source: Instant noodle! Made people felt tasty eating until "Wanted to cry, denied to understand anymore!" (Mi instan! Bikin orang makan enak sampe 'mau nangis nggak ngerti lagi!") was in the form of original metaphor.

Target: The consumers of noodle instant who wanted to buy the basic needs products through Tokopedia online application.

- d. Source: Front guard (Garda depan) was in the form of a stock metaphor.

Target: Products that always be the top priority.

- e. Source: Live together (Live barengan) was a dead metaphor.

Target: Sellers who built a positive image of their products through direct content so that consumers were interested in buying it.

- f. Source: A Big Discount (Diskon gede-gedean) was in the form of a dead metaphor.

Target: Consumers who wanted low price.

- g. Source: Free shipping (Bebas ongkir) was in the form of a dead metaphor.

Target: Product delivery costs so that up to destination.

- h. Source: Tokopedia was in the form of a dead metaphor.

Target: An online shopping application.

- i. Source: The second fifth to the end of the month (Tanggal dua lima sampai akhir bulan) was in the form of a recent metaphor.

Target: End of date per month, which is the 30th or the 31st.

2. Verbal non-lexicalized metaphors were analyzed as follows:

- a. Source: WIB: Indonesia Shopping Time (Waktu Indonesia Belanja) was in the form of conventionalized metaphor.

Target: Indonesian people who wanted to shop online in Tokopedia.

- b. Source: Push-rank was in the form of conventionalized metaphor.

Target: The teenagers who used to play online games in their smartphones.

### **3.2 The Analysis of Gesture Metaphors**

1. Source: Shake the head.

Target: A form of agreement to persuade seller and consumer.

2. Source: Stand waiting for the announcement.

Target: Consumers who were looking and waiting forward to celebrate 11th year of Tokopedia.

3. Source: Smilled after hearing the announcement.

Target: Consumers who were happy about the promo from Tokopedia.

4. Source: Ran up heading to forward.

Target: Tokopedia wanted to inform the public about the announcement in future date.

5. Source: Hugged with each other.

Target: Consumer and seller were happy because of the existence of promo.

### **3.3 The Analysis of Gesture Metaphors**

1. Source: People that holding the green flags and red-white flag.

Target: The Promo and Tokopedia Celebration to 11 year coincided with the celebration of independence RI-anniversary.

2. Source: Teens played online games.

Target: Teenage consumers that wanted to buy android in a promotion sale.

3. Source: Men carry binoculars and observing from a distance.

Target: Seller and consumers who were waiting for Tokopedia promo information.

4. Source: Male and female were holding their smartphones and conducted live streaming.

Target: Sellers who wanted to advance their business and consumers who wanted to view the product content from the seller.

### **3.4 The Analysis of Sound Metaphors**

1. Source: Shouted for excitement.

Target: A positive consumer response to the promotion from Tokopedia.

2. Source: Sing a song of Tokopedia promotion.

Target: Consumers who wanted to remind the date of Tokopedia promotion.

4. Discussion

Table 1. The Analysis of Pictorial Metaphors





Pictures	Descriptions
	<p>Tokopedia provided services to customers to be able to enjoy products, services and services instantly. One of them was instant noodle products that are in demand in the market so that consumers were interested in buying instant noodle products online with regard to free shipping services. The picture showed one of the actors eating one of the best-selling instant noodle brands.</p>
<p>Figure 1</p>	
	<p>One of the actors who played a role in Tokopedia advertisement was Dodit Mulyanto who was an Indonesian comedian. A distinctive feature that was easily remembered in his appearance was his quiet demeanor but funny when we heard his accent speaking.</p>
<p>Figure 2</p>	
	<p>Tokopedia had entered the age of 11. It could be seen with the eleventh number which was green in accordance with the color of the Tokopedia product. Tokopedia also invited the public to download the Tokopedia application.</p>
<p>Figure 3</p>	
	<p>The use of the word WIB refers to the western time indicator in Indonesia, in the sixth image above, the abbreviation WIB was not directed into the use of time but refers to the Indonesian people for the time to spend on a large scale due to a discount provided by Tokopedia</p>
<p>Figure 4</p>	



Figure 5



Figure 6



Figure 7

The shopping discount program from Tokopedia was only valid on August 25-31.

Tokopedia sold various products, one of which was grocery products (wholesale). Tokopedia offered free product delivery fees without a minimum purchase. Tokopedia had a 'product cashback' feature which was aimed to make it easier for sellers to provide shopping bonuses in the form of cashback to buyers' OVO points. The word 'Free' (*Bebas*) indicated unlimited and the word 'Special' (*Spesial*) indicated the specific to certain products. You could see the actor who strongly embraced the food products he needed and several female actors tried to approach and grabbed the man's groceries.

Tokopedia offered a promo item program at a discount of up to 99% with applicable terms and conditions. Tokopedia also offered promo prices for well-known product brands that consumers might choose, such as fashion, household necessities, gadgets, and others. The use of the word 'Pursuit' (*Kejar*) meant something that must be pursued. The use of the word 'Party' (*Pesta*) meant celebrating something with joy.

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Sign and symbols were two elements found in language and it had three aspects that are closely related into linguistic, such as syntactic aspects, semantic aspects, and pragmatic aspects. The explanations were semantic related to signs, syntactic is concerned with the combination of signs, and while pragmatics relates to the origin, use, and consequences of using signs in language behaviour (Tarigan & Stevani, 2020). According to the writer's analysis, curiosity was the nature of the consumer. Not only they want to know the world they could see and feel, but also the world beyond their limited experience. As a result, knowledge stimulated human curiosity. Creativity in video advertising was expected to present information in a way that inspired people to think, ask, feel, communicate, and wonder, rather than simply receiving information or accepting explanations.

Since an image could have multiple features (Advertisements had different logos, fonts, and so on), it would be wrong to say that an image was a metaphor. Instead, we could use a phrase such as "An image contained a metaphor", or as the author also suggested "This image contained clues that forced or invited the viewer to interpret a metaphor" (Forceville, 2010). According to the writer's analysis, semiotics that refer to other things (words, images, objects, and so on) should be a comprehensive discipline that focused not only on language, but also on vision as well as multimodal discourse. Multimodality combined the different types of symbols by means of communication into one whole Interactions in the process of meaning formation. This proved that multimodal figurative language was used to enrich language. Therefore, people used language to communicate to convey their feelings and thoughts. These meant that everything people said had a content that was sometimes included hidden meaning, such as an image or metaphor as part of a figurative language. In addition, discussing metaphor was discussing the use of literal meanings to indicate similarity or combine two comparable things.

## 5. Conclusion

This study proved an evidence that advertisements nowadays could not be separated with people's lives. Visual, verbal, gesture, sound, and another human senses in advertisement became a crucial thing of people choices, mainly in decision-making of buying, using, or consuming products. Based on the result of research findings, there were 5 types of multimodality to figure out metaphors in one of online shop advertisement that were: (1) Pictorial metaphors, (2) Verbal metaphors, (3) Gesture metaphors, (4) Touch metaphors, and (5) Sound metaphors. The pictorial metaphors dominated the commercial as the advertisers wanted to introduce the high-value and positive feedback as the products have a set to be a primary need for most people who have downloaded Tokopedia application. The analysis of verbal metaphors was classified into lexicalized metaphors and non-lexicalized metaphors gave a message to people who watched this online shop advertisement message to be reminded of what was offered and its price which was considered as a low price for high-quality products. The analysis of gesture metaphors indicated that the advertisers wanted to convince the audience about positive influences of Tokopedia application. The analysis of touch metaphors showed that online shopping could be faster and easier than driving to a store. The analysis of sound metaphors was energizing and built people consideration to sing a song as a reminder the date of launching the products. The writers revealed that interest metaphors in combinations of picture, language, gesture, sound, and touch should not be separated from consumer's psychological needs. The combinations of pictorial metaphor and verbal metaphor proved that image and text were interrelated and organized the message to build strong commercial effects of advertisements. The audience would be forced by the communicators in advertisement to see the resemblances between products to buy and online shopping application since people were used to describe abstract concepts by using concrete source concepts derived from their perceptual experience. As Speck (2013) claimed that people orchestrate meaning through their selection and configuration of modes. Thus, the interaction between modes is significant for making meaning.

This study was recommended to linguists and researchers who wanted to know how well metaphors and multimodality in advertisements were understood. Advertisements could stimulate audience to think creatively and it should be a priority of future research in metaphor since advertisements tied in many common topics, such as sport, transport, food, clothing, and so on. Future researches could investigate the influence of metaphors and multimodality on customers' attitudes in advertisement.

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### Google Scholar:

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Margaret Stevani: <https://scholar.google.co.id/citations?user=6StyCAkAAAAJ&hl=id>

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