

CHAPTER FOUR

CONCLUSION

After I have analyzed all the data, I conclude from some advertisements of women's products above that the advertisement makers usually use cognitive metaphors implied within the tagline. Every tagline at least has one type of cognitive metaphor. Some of them even have more than one type of cognitive metaphors in one tagline. It can happen because the advertisement maker wants to add, give and show some qualities that the product also has. Implicitly, they want to tell us that it is the best offer ever. The product is absolutely the best and of high quality; therefore, we must have it or we will regret it forever.

I also conclude that not all types of cognitive metaphors can be applied within the tagline. I get five types of cognitive metaphors that the advertisement makers usually choose and use in their tagline to support the product and to gain reader's attention. There are personification, structural metaphor, orientational metaphor, ontological metaphor, and container metaphor. From my data, I get that personification is actually the metaphor mostly used in the tagline. In the second

position is structural metaphor. The third is orientational metaphor, then ontological metaphor, and the last one is container metaphor. From eleven data that I have analyzed before, I conclude that personification is one type of cognitive metaphor which is mostly used by the advertisement makers to promote women's products. They are used in six out of eleven data in my analysis. Here, personification used by six different brands of four different kinds of women's products. The products which imply personification within their tagline are mascara of two different brands, hair-treatment, which are shampoo and freeze spray, nail polish, and fragrance. Personification applies human qualities to things that are not human. It is used to emphasize, show and proves that things; such as lashes, hair, nail, and etcetera, live and act like human. They can do what people do. They have right to speak what they want, to be fashionable and always up-to-date, to be listened and to be chosen something which is good for them. They have feelings. They need to be loved and taken care of by others. They can be hurt and damage if we do not carefully look after them. Implicitly, the advertisement makers want to say that those things live and act just like people; they have feelings and also desire. Therefore, we have to treat them carefully, listen to their desire, and take a good care of them as well as we can. In short, those elements are personified so that we can totally care of them very well by using those products. By using human qualities, it sounds more reliable and makes the readers feel, imagine and get the idea easily.

I find four data, which imply structural metaphor. Here, structural metaphor is used to promote four different brands of three different kinds of women's products. The products which suggest structural metaphor within their tagline are skin-care, hair-treatment of two different brands of shampoo, and fragrance. Structural metaphor is used to apply some qualities of a thing to the product. I get the example from one brand of hair-treatment product. I find that the advertisement maker use the word *life support* within the tagline to show that this product almost has similar qualities as the usual life support which is used to save and heal someone's life. With this type of cognitive metaphor; implicitly, the advertisement makers want to say and show that the product actually has similar qualities like others. They take the qualities and imply within the tagline to apply the qualities to the product. I get the idea that the use of structural metaphor is better accompanied by pictures to make it look more reliable and easier to be imagined and also help the readers to become more understand. In short, structural metaphor is used to compare two different things, then take the similar qualities between them, and apply the qualities to the product.

I find two data which use orientational metaphor in their tagline. There are two different brands of one product of mascara that suggests orientational metaphor within their tagline. Both of them use the same word in their tagline, it is *up*. The advertisement makers use orientational metaphor to relate and apply the idea or word's impression to the product. In the society, we know that everything related to the word *up* impress something good, meaningful and precious. On the

other hand, the word *down* relate to something bad or worthless. From the data, I conclude that the word *up* here is used not only to describe the best and good quality product but also to show the best result we can get after using the product. In the environment, we often find the words which relate to the orientation and absolutely know what the meaning behind the using of those words. In short, the orientational metaphor is used to relate, transfer and apply the idea to the product and help the readers to understand it easier.

I only find one data that suggests ontological metaphor within the tagline. The product is woman's fragrance. Here, the advertisement maker uses the word *goddess* to tell and make people aware of their strength or inner beauty and also show that the person is worthy and precious. Sometimes, people especially woman not really care about their inner beauty. They worry and only take a good care of their physical appearance without thinking deeply or develop their skill or ability. With this tagline, the advertisement maker implicitly challenges every woman to show their inner beauty, for example self-confident, and helps to peep out the power by using this product. In short, the abstract thing is treated like a concrete thing to make it simple and easier to describe.

I find container metaphor in the skin care product, which in this case is soap. Container metaphor is implied within the tagline to show that actually our body is like a room that we stay inside it. We absolutely feel healthier, enjoyable, comfortable and happier if we stay inside a proper and clean room. Those feelings will extremely change if the condition of the room changes into being messy,

dirty, and disorderly. This idea relates and also gives the meaning of the word *in* implied within the tagline. Implicitly, we are reminded that we stay inside the body; therefore, we need to take a good care of our body and keep it clean and healthy by using the product. In short, the use of container metaphor in tagline is used to make it more applicable. The readers are expected to imagine the condition, feel the effect and at the end to know that they have to love their own body.

Beside the tagline, there are pictures which support the tagline and together they describe and peep out what the product actually is or for. Not all pictures relate and support the tagline. From my data, I conclude that there are some pictures which depict no relation at all with the tagline. Yet, those pictures are still used to describe the product, to show the ingredients of the product, and also to depict and prove the promises. Related to the tagline, some pictures and colors are given to strengthen, describe, and to form the words into real. I conclude that the use of both colors and pictures surely can give some effects to the readers and also help readers to imagine the product easily; therefore, they are expected to understand the product quickly and clearly. For example: red color is mixed with black color to show bravery, elegance and mystery. The person who opens her/his eyes perfectly relates and describes the word *up*. It simply says that pictures actually help readers to understand further about the product.

To cover all the ideas above, I arrive at a final conclusion that the use of cognitive metaphors implied within the tagline is really important to make the

tagline more attractive, which is used to gain more attentions of both readers and especially consumers. Cognitive metaphor is better used than the conventional one because cognitive metaphor is taken from thought and action in everyday life; therefore, the readers are expected to be able to imagine and understand the slogan more easily. In peeping out what the product actually is, tagline is helped by pictures, although not all pictures are given to support the tagline. Still, both pictures and colors are given to describe the product and give effects to the readers. The most important thing here is however attractive tagline and picture are; each of them actually has an obligation to clearly support and describe the product.

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