

# METAPHORS FOUND IN CAR ADVERTISEMENTS

**Atika Puspasari<sup>1</sup>, Irhash<sup>2</sup>**  
**Universitas Bina Darma<sup>1</sup>, Mahasiswa Bina Darma<sup>1</sup>**  
**Jalan Ahmad Yani No. 12, Palembang**  
**Pos-el: atika@mail.binadarma.ac.id<sup>1</sup>, irhash@yahoo.co.id<sup>2</sup>**

---

**Abstract:** This research is entitled *An Analysis of Metaphors in Car Advertisements*. The researchers analyzed the metaphors of slogans in car brochures. The purposes of conducting this research were to find out the metaphorical phrases of SUV car advertisement slogans, to find out the meaning of the metaphorical phrases in SUV car advertisement slogans, and to discuss the target audiences of these metaphorical phrases in SUV car advertisement slogans. The researchers used descriptive method in analyzing the slogans in car brochures. The result of the analysis shows that from nineteen slogans that are collected by researcher, nine slogans contain ontological metaphors and ten slogans use personification ontological metaphors. Based on the analysis, each metaphorical expression has its own meaning based on its target audiences.

**Keywords:** Metaphors, Car Advertisements

**Abstrak:** Penelitian ini berjudul *Analisis Metafora dalam Mobil Iklan*. Peneliti menganalisis metafora dari slogan-slogan di brosur mobil . Tujuan penelitian ini adalah untuk mengetahui frasa metafora dari SUV slogan iklan mobil , untuk mengetahui arti dari frasa metafora dalam SUV slogan iklan mobil , dan untuk membahas sasaran dari ungkapan-ungkapan metafora dalam SUV slogan iklan mobil. Penelitian ini merupakan penelitian kualitatif dengan pendekatan deskriptif , dan dalam penelitian ini , peneliti menggunakan teori konsep metafora dari Danesi (2004) dan teori fungsi kognitif metafora dari Kovecse (2010) dalam menganalisis slogan-slogan dalam brosur mobil. Fungsi kognitif adalah : (1) metafora ontologis , dan (2) metafora personifikasi ontologis. Berdasarkan teori metafora di atas , peneliti menemukan 19 metafora slogan, 9 slogan mengandung metafora ontologis dan 10 slogan mengandung personifikasi metafora ontologism. Setiap kalimat metafora memiliki makna tersendiri sesuai dengan target sasarannya.

---

**Kata kunci:** Metafora, Iklan Mobil

## 1. INTRODUCTION

Language is a tool for communication. Language is used to deliver ideas, to discuss and give information. Every day, people around the world use language to communicate, to read and write. Language is used both spoken and written. Spoken language is used for speech, discussions, presentations, and others. Written language is used for letters, newspapers, brochures, articles, and others. The use of language is dynamic; it means that there is much improvement in language usage. In advertisement for example, to persuade customers to buy a product, advertisers

produce more attractive language of advertising by using figurative language.

One example of figurative language is called metaphor. Metaphor expresses one object, event or action as actually being another in order to make it more attractive (Wood, 2006: 23). Advertisers play heavily on metaphor in producing advertising language, such as *play your wild side* of Daihatsu Terios, and *the working partner* of Isuzu D-Max advertisement. These kinds of figurative language are used to get more of audience's attention.

The language of advertisement is interesting to analyze. There are three reasons for this. First, the language of the advertisement

prepares wider and better information than that visual sign. Second, the language of advertisement describes every side of the product, such as its features, functions, uses or style. Third, most of advertising slogans use metaphorical words or phrases, which need to be explored further.

Based on the explanation above, the researchers were interested in analyzing the metaphors in car advertisements.

## 2. METHODOLOGY

This is a qualitative research with descriptive method. The researchers analyzed the metaphors in the slogans referring to Danesi's (2004) and Kovecses' (2010) theories on metaphors. They are described in the following:

According to Kovecses (2010:33) metaphor can be constructed into formula *A is B*, where target domain (A) is understood through a source domain (B). Source domain is the conceptual domain from which we draw metaphorical expression to understand another conceptual domain. Where target domain is the conceptual domain that is understood in this way. Based on formula *A is B*, metaphor has three major cognitive functions.

### 2.1 Structural Metaphor

When the source domain provides a relatively rich knowledge structure for the target domain, it is called structural metaphor. For example: *he passed the time happily*. The source

domain *passed* of course has relatively meaning with *time* or *sequence* which becomes target domain.

### 2.2 Ontological Metaphor

Ontological metaphor provides much less cognitive structuring for target domain. Therefore, ontological need to be explored more in order to get the meaning. We have to elaborate the abstract concept in ontological. We can conceive of personification as a form of ontological metaphor. In personification, human qualities are given to nonhuman entities. Personification is common in literature, but it also abounds in everyday discourse. For example: *Life has cheated me*. *Life* is not human, while *cheated* is human being or behavior. So, to get the target domain of this source domain, it needs *interconnectedness principle*.

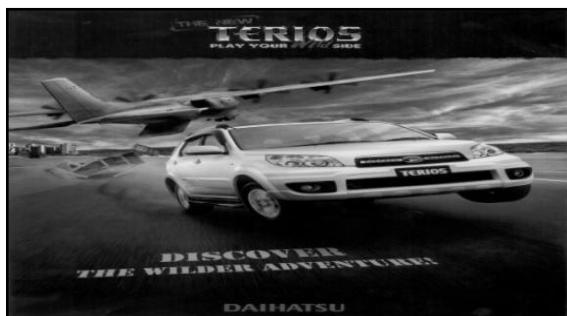
### 2.3 Orientational Metaphor

Orientational metaphor provides even less conceptual structure for target domain. The name orientational metaphor comes from the fact that most metaphors that serve this function have to do with basic human spatial orientation. This type of metaphor is also called *coherence metaphor*. By *coherence*, we simply mean that certain target domain tend to be conceptualized in a uniform manner. For example, this concept is characterized by an *upward* orientation, while their *opposites* receive *downward* orientation: *control is up; lack of control is down; I'm on top of the situation. He is under my control.*

### 3. RESULT AND DISCUSSION

The following are the examples of the analyzed slogans.

In Daihatsu Terios' brochure, there are two slogans: *Play Your Wild Side* and *Discover The Wilder Adventure*. The first slogan is *Play Your Wild Side*. In this metaphorical expression, the source domain is animal. *Wild* is related to animal. *Wild* is the vehicle and *play* is the tenor of this metaphorical expression. *Wild* is living in a state of nature; not tamed or domesticated; have no rule. In interconnectedness principle, *wild* in this advertisement relates to adventure and off-road car. This car's specification is for adventure purpose.



**Figure 1. Daihatsu Terios' Brochure**

This car has features that support the driver to feel unusual and unpredictable experience while driving. This car cannot go *wild* if someone does not *play* it. *Play* means doing something, and it relates to experience. Where, this metaphorical expression invites to feel the unusual (*wild*) experience with Daihatsu Terios. When you drive this car (*play*), you will feel that you want to do something extreme (*wild*) in driving. People who like off-road sport need these kinds of feelings.

In the second metaphorical expression, *Discover the Wilder Adventure*, it is a kind of confirmation for the first metaphorical expression. *Discover* in literal meaning means to find something. In metaphorical interpretation, it means that with this car you can find a new greater sensation of adventure. This car is really built to be an adventure car. You can explore the road with this car, whether it is on-road or off-road.

This advertisement's target audiences are those who like the adventure and the unpredictable experience when driving. Target audiences can feel a greater adventure experience if they drive this car. Since this slogan of advertisement use the word *wild*, it is related to the nature that there is no road in it, but this car can explore it.

Daihatsu Sirion's slogan is *Everythink Inside*. *Everythink* is a metaphorical expression. If we relate this to morphological aspects, the word *everythink* does not exist in English dictionary. *Everythink* in this slogan is a vehicle of metaphors. It needs interconnectedness of people's logical thinking to interpret the meaning of this metaphorical expression. *Think* relates to human brain.



**Figure 2. Daihatsu Sirion's Slogan**

Everything that appears in our mind, it is what we think about. Based on the ground concept of *Everythink Inside*, this metaphorical phrase means that everything that people think about a future car is already in this car. The term *everythink* shows what people think about a car: it includes, for example, the style, the feature, and the comfort. It covers all what people need in driving a car. Because source domain does not give a close relationship to target domain, this metaphorical expression is called ontological.

This metaphorical expression is also supported by two other supporting slogans in the datum; *Think Stylish* and *Think Advance and Flexibility*. *Stylish* shows that the appearance of this car has followed the latest fashion of car's styling development. *Think Advance and Flexibility* means that this car has current features on it. All modern technology has been applied on it. This car is also flexible to be driven.

The target audiences of this advertisement are people who need comfort and luxury in driving a car, especially people who work in an office. In other word this car is made for urban people.

Daihatsu Xenia's slogan is *Ride Your Wishes*. *Wishes* is metaphorical expression in this slogan. *Ride* is the tenor of this metaphorical expression, and *wishes* is its vehicle. The source domain of this is human, because *wishes* is something that done by human. *Wishes* relates to willingness and hope.

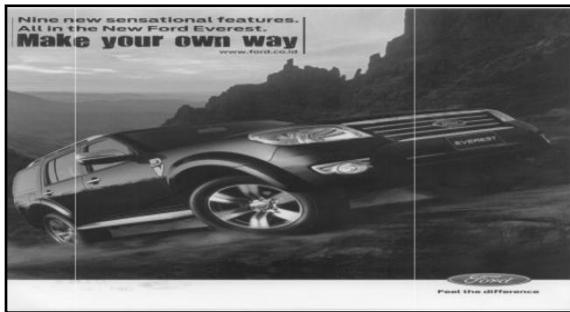


**Figure 3. Daihatsu Xenia's Slogan**

If we use literal interpretation, how can we ride our *hope*? As *wishes* in literal meaning is willingness or hope. This metaphorical expression is related to interconnectedness principle which means that all audiences' need in driving a car has already on it. This car is built to fulfill all what people need and hope toward a car. This car can be used for any purposes as they wish. Because it needs an interconnectedness principle to conceive the meaning, the cognitive function of this metaphorical expression is ontological. We need to elaborate the interpretation of its metaphorical vehicle.

The target audiences of this advertisement are people who need a simple but multipurpose car. As we see from the style of this car, it is made to be a family car. From its size, this car shows that it can carry enough of family members. It is also a passenger car.

Ford Everest's slogan is *Make Your Own Way*. *Make* is the tenor of this metaphorical expression. *Own Way* is the vehicle of it. *Way* means the street or the road that can be passed by vehicles. People need the way to drive or ride their vehicles. The way is built for transportation purposes.



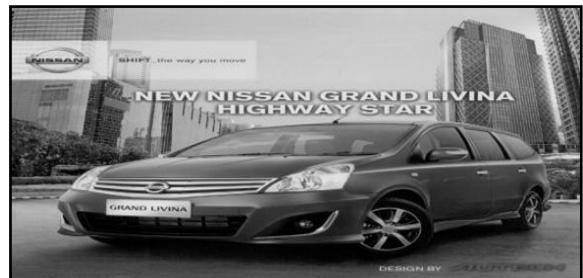
**Figure 4. Ford Everest's Slogan**

In literal interpretation, based on the slogan, this car can make or build its own road or way. This is impossible for a car to do so. The car needs the way, and the way has to be built by people with specific tools. Cars cannot make their own way. Through interconnectedness principle, we relate to specification of this car. From the design, this car is really made to be an off-road car. As another off-road car, this car surely can explore different kind of roads. The design of this car which is very manly is supported by its slogan in advertisement. The target domain of this metaphorical expression is to build audiences' perception toward an adventure and manly car. In metaphorical reasoning, the meaning of its slogan is that the people who like challenges should have this car. Because another literal meaning of this metaphorical vehicle (way) is manner; something that we have to do in order to produce something else, so this car can support the drivers to try something new (*Make Your Own Way*).

The target audience of this car is the people who like an adventure and off-road challenges. It is made for the people who like an extreme driving sport adventure. It is also made

for people who need a car that can explore every track of road.

Nissan Grand Livina's slogan is *Highway Star*. *Highway* is the tenor of this metaphorical phrase, and *Star* is the vehicle. *Star* is a common word. It has already become a common term for us to refer to something that is popular, for examples, movie *star* and football *star*. This word is a part of metaphor when we use it on that case.



**Figure 5. Nissan Grand Livina's Slogan**

In literal meaning, *star* means any of the heavenly bodies, except the moon, appearing as fixed luminous points in the sky at night. The researcher interconnected the quality of *star* itself which is shining at night to metaphorical interpretation in constructing the meaning as metaphorical reasoning, *star* means having something more than the others, or leading in every aspect from the others, or having something that the other may not have. Based on the slogan, this car has completed the feature that other cars do not have. In the road, this car will become the most popular car. This car will become the center of attention on highway. The use of word *star* means that advertiser of this product want to persuade audiences that this car is the most wanted.

The target audiences of this metaphorical expression are people who want to be center of attention when they are driving and those who need a luxury when driving. It is an urban car and used by people who work in an office. This car is suitable on a highway, usually used as a family car.

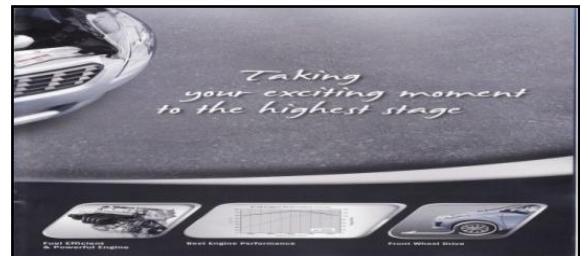
Suzuki Ertiga's slogan is *Space is a matter of distance. But the real excitement is connecting hearts.* The whole slogan is interconnected by metaphorical phrase. *Space* is the tenor of this metaphorical expression, and *connecting hearts* is the vehicle of it.



**Figure 6. Suzuki Ertiga's Slogan**

*Space* means the portion or extent of this in a given instance; extent or room in three dimension. In interconnectedness principle, the metaphorical interpretation of this slogan is that this car has enough room inside so it will give a maximum comfort. Space inside this car is enable people to bring their luggage. This car also has enough space to carry many people together. The researcher relates the meaning of *space* in literal interpretation to the metaphorical interpretation of this slogan, the researcher assumes that what is meant by *connecting hearts* in this slogan is togetherness.

Target audiences of this slogan are people who need a family car. It is suggested that people who need large space on their car to buy this car. This is a passenger carrier car. Looking at the seats, this car can carry family members that consist of 8 people.



**Figure 7. Target Audiences Slogan**

Another Suzuki Ertiga's slogan is *Taking your exciting moment to the highest stage.* *Highest stage* is the vehicle of metaphorical phrase in this slogan. In literal interpretation, *stage* is a raised platform or floor, as for speakers, performers, etc. So, the source domain of this metaphorical interpretation is building and construction. In interconnectedness principle, the whole slogan means that this car can make every great moment of your life to be more memorable. In metaphorical interpretation, *highest stage* means the top level of everything, this car can drive you to the top of happiness. You can feel the happiest moment in driving by this car. This slogan tries to persuade audiences that this car can bring them to the top of excitement while driving. The advertisers make a strong emphasis toward a family car that becomes their target of marketing.

Suzuki Grand Vitara's slogan is *It's Beast Off-Road, But A Beauty Everywhere Else. Beast*

and *Beauty* are the vehicles of metaphorical expressions. In literal interpretation, *beast* means an animal that has a very wild instinct and is dangerous for human. *Beauty* means the quality appears in a thing or person that gives intense pleasure or deep satisfaction to the mind, whether arising from sensory manifestation (as shape, color, sound, etc.), a meaningful design of pattern, or something else (as a personality in which high spiritual qualities are made).



**Figure 8. Suzuki Grand Vitara's Slogan**

In metaphorical interpretation, *beast* in this slogan means that this car is really made to be an explorer off-road car in the forest because *beast* relates to forest and it lives in the forest. This car is vicious in an off-road track. It can conquer dangerous off-road track. On the other side, this car is also *beautiful*. *Beauty* in metaphorical interpretation means that this car is designed to be suitable on on-road track. This car can attract the attention of the people on the road side. This car applies what people currently say *off-road car hangs out to the mall*. This term means that many people use the off-road car not only to go to the forest but also to go to the mall. Sometimes, when people buy an off-road car, it does not mean that they like an off-

road activities, it just becomes a lifestyle to have an off-road car.

The target audiences of this advertisement are people who need an off-road car which is also suitable in daily usage. By using the word *Beast*, the advertisers try to persuade their target audiences that this car can break any barrier in off-road activities. And by using the word *Beauty*, they persuade the target audiences that this car is very attractive to be used in daily activities.

Toyota Rush's slogan is *Unleash Yourself*. In literal interpretation, *unleash* is to release from or set loose to pursue or run at will. In metaphorical reasoning, based on the slogan language, the word (*unleash*) means that there is nothing that can put a halt of this car.



**Figure 9. Toyota Rush's Slogan**

By interconnectedness principle toward literal interpretation and metaphorical reasoning, it seems that this car is suitable for any track. The feature of this car is designed to fulfill the driver willingness toward a great ability car. This car is made to compete the other cars' ability. This car cover the things that people do not find on the other cars.

The target audiences of this slogan are the people who need a car that can conquer any track or young people who have free spirit and like something new.

### 3.1 Personification Ontological Metaphors

Isuzu D-Max's slogan is *The Working Partner*. In this slogan, the metaphorical expression is the whole slogan phrase. In literal interpretation, *partner* is the one who works together with us and the one who helps us in every occasion. It is human activity. It is something that human usually does.



**Figure 10. Isuzu D-Max's Slogan**

This metaphorical phrase's ground is used to describe the function of the car. In interconnectedness principle, this slogan takes the part that is usually done by human especially giving help in working. The researcher relates it to metaphorical reasoning, *the working partner* means that this car can be used as a tool or media to work. The specification of this car is to support a specific job, can be in mining, plantation, or other jobs that need a car to pick up something. This car is

really designed for industry purposes. The target domain of this metaphorical expression is the economy because the term *partner* is commonly used in economic aspect. This car can support economic aspect of its users.

The target audiences of this advertisement are the people who need a car to support their job, not just a car that can drive them to work, but to be a part of their job. Advertiser persuades the people who need a passenger and carrier car to buy this car.

There are three slogans of Honda Jazz that contain metaphorical expressions. They are *Play With Force*, *Play With Pilot* and *Play With Space*. The first slogan is *Play With Force*. In literal interpretation, *force* means physical power or strength processed by a living being. *Play* is also related to human. Therefore, there is a personification in this slogan.



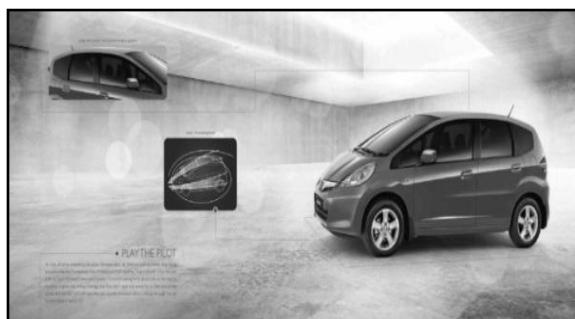
**Figure 11. Three Slogans of Honda Jazz**

A car is not a living thing, it is a thing. It cannot produce power. It cannot play. Through metaphorical reasoning, the researcher relates literal interpretation and metaphorical interpretation. *Force* means that this car has a power to explore the road. *Force* in this metaphorical expression is related to the specification of engine that is built for this car.

This car has the power to run fast on the road. In producing process, this car focuses (*play*) on producing the powerful engine (*force*). The tenor of this metaphorical expression is *play*, and *force* is the vehicle of it. We relate it to its ground, it needs driver to play (drive) it in order to produce the power. People can feel a powerful engine (*force*) when they drive this car. Although the body of this car is small, it has a great power. It is something that the advertiser wants to deliver about this car. The driver who always wants to get the speed experience can use this car. When the driver want to break the speed limit, they can *play* (drive) with this car. This slogan target domain is emotion, where the metaphorical expression of this car describes what people can feel when they drive this car.

The target audiences of this slogan are the people who like to drive their car as fast as possible so they can break the speed limit. The advertisers also make the people who need a strong power engine car as their target.

The H.J's second slogan is *Play With Pilot*. In literal meaning, *pilot* is someone who operates a plane; he or she flies a plane. A pilot is a person. It is a job or a profession that is done by human. The tenor of this metaphorical expression is *play*, *pilot* is the vehicle.



**Figure 12. The H.J's Second Slogan**

Through metaphorical reasoning, *play* is when we try to feel something, or when we use something. In interconnectedness principle, the researcher relates pilot to a plane. The interpretation of the meaning of this metaphorical expression starts from the body of this car. The body style of this car is *aero-dynamic*. In producing process, this car focuses (*play*) on producing the aero-dynamic style (*pilot*). It means that this car can break the air while driving so that it can be more stable and comfortable without the influence of air. It is the same as a plane that uses the air as a media so it can fly. A plane is designed in a specific specification so that the engine can use the air as media to fly. This car also uses the same design with a plan so that the air can not disturb the comfort in driving, but the air is used as a media that can make this car more stable.

The target audiences of this metaphorical expression are people who need the comfort when they are driving and the people who like cars with an aero-dynamic style and function

The other slogan is *Play With Space*. Similar to the other two of H.J slogan, *Play With Force* and *Play With Pilot*, *Play* is still the tenor of this metaphorical expression and *Space* is the vehicle.



**Figure 13. The Other Slogan of H.H. Slogan**

*Play* in literal meaning is an exercise or activity for amusement or recreation. *Space* is a room in a dimension. In interpreting meaning of this metaphorical expression by interconnectedness principle, the researcher relates it toward the body of this car, because *space* is related to body. The picture of this car shows that H.J has a small and minimalist body design so when it runs on the road, it still leaves enough space of the road. In producing process, this car focuses (*play*) on producing the minimalist body size (*space*). In the crowded street, the parking area becomes a problem too, however with the minimalist body that is owned by H.J, this kind of problem can be solved. A car usually needs enough space when it passes the road. For H.J, the space that is needed by a car to pass is not a problem. If this metaphorical expression is interconnected with the other two H.J's metaphorical phrase slogans, it shows that H.J can explore a wider space better than other city cars.

The target audiences of this slogan are the people who like a minimalist and small body car. In the urban area, parking place usually is a problem. Through this slogan, advertiser persuades people to buy this car in order to avoid this problem.

The slogan of Mazda CX-9 advertisement is *Where Size and Sophistication Meet*. The tenor of this metaphorical expression is *Where Size and Sophistication*, and *Meet* is the vehicle. *Meet* is an activity that is done by human. It is a *personification*.



**Figure 14. The slogan of Mazda CX-9**

It is clear enough that it is a part of ontological metaphor. In this slogan, the human quality is given to nonhuman entity. *Meet* means seeing somebody in an occasion. Personification uses one of the best source domains that metaphor has, that is human. By interconnectedness principle, the researcher interconnects the literal interpretation of this slogan to metaphorical interpretation to interpret the meaning. *Size* is related to the body and the style of the car. *Sophistication* relates to the feature in this car. *Sophistication* means changing from the natural character or simplicity to be more modern following the world development. In this car, based on the slogan, the current features of a future car have been applied. The technology also has been built in this car. This car is also built with an efficient size of the body. In another word, this is a modern and minimalist car.

The target audiences of this car are the people who need technology in their car and need luxury and comfort in driving. This is a modern car and it is suitable to be used by modern people.

Nissan X-Trail's advertisement slogan is *Adventure Has A New Name*. It is a

metaphorical expression, where *Adventure* is the tenor and *New Name* is the vehicle. This metaphorical expression uses personification, because *Name* is something that is owned by human. It is something that we say to call somebody. This metaphorical expression's source domain is human. It is personification.



**Figure 15. Nissan X-Trail's advertisement Slogan**

In literal interpretation, this sentence (*Adventure Has A New Name*) can mean that it is such kind of morphological process, where the word *Adventure* will be changed into a new word. The word *Adventure* is a word that describes an activity and it is not such kind of thing. In metaphorical interpretation and interconnectedness principle, this slogan means that adventure is coming to a new era, and N.XT will bring audiences to that era. It leads audiences' opinion that *Adventure* which is called by other products has been out-of-date. It invites audiences to feel the new era of a real *adventure*.

The target audiences of this slogan are people who like touring by a car and want to feel something new in adventure.

Suzuki Swift's advertisement slogan is *Style Meets Passion*. *Meets* is vehicle. As in M.CX-9's slogan, *Meets* is an activity that is done by human. It is a *personification*. It is clear

enough that it is a part of ontological metaphor. In this slogan, human quality is given to nonhuman entity.



**Figure 16. Suzuki Swift's advertisement Slogan**

*Meets* means seeing somebody in an occasion. Personification uses one of the best source domains that metaphor has, which is human. In literal interpretation, *passion* means strong powerful or compelling emotion or feeling. *Style* means a particular kind, sort, or type, as with reference to form, appearance, or character. In metaphorical interpretation, this slogan means that this car is a combination of style and modern design. Based on the language of slogan, the target audiences of this advertisement are young people who need a vehicle to make them feel confidence while going out. The slogan clearly describes that this car is suitable for stylish people.

Young people are persuaded to know this product. From the style and the size of this car, this car is built for going along with friends. In the urban area, cars have already been part of lifestyle. So, the target audiences of this metaphorical expression are urban young adult people.

Suzuki Ertiga's slogan is *Shaping your heart for the exciting beauty of impressive design*. *Shaping your heart* is a metaphorical

phrase of this slogan. *Shaping* is the vehicle of this metaphorical phrase and *your heart* is the tenor or topic of it. *Shaping* is something that is done by human, it is human being, so this slogan uses personification.



**Figure 17. Suzuki Ertiga's Slogan**

The source domain of this metaphorical phrase is human. This metaphorical phrase is an ontological metaphor. In literal interpretation, *shaping* is to give a particular form to create or to cause to conform to a particular form or pattern; adapt to fit. It is impossible to shape a heart, it is one of human's vital organs. In metaphorical interpretation, *heart* means a pleasant feeling that is owned by human. When researcher uses interconnectedness principle to interpret the meaning, it means that this car can create happiness when it is driven. The rest of slogan (*for the exciting beauty of impressive design*) also describes the feature of this car. It is focused to the design. This car's design can bring a pleasant feeling for the driver or the owner.

The target audiences of this slogan are people who take the design of car as a priority and the people who need a family car. Judging from its design, this car is suitable to be a

family car. Advertisers try to persuade the people who need a car.

Another Suzuki Ertiga's advertisement slogan is *There is a road of happiness that does not go through your thoughts*. The metaphorical expression in this slogan is *There is a road of happiness*. The vehicle of this metaphorical expression is *a road of happiness*. In literal interpretation, *road* is a long, narrow stretch with a smoothed or paved surface, made for traveling by motor vehicle, carriage, etc.; street or highway. *Happiness* is the quality or state of being happy.



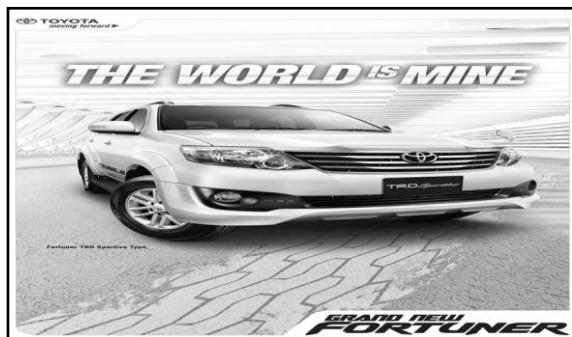
**Figure 18. Another Suzuki Ertiga's Advertisement Slogan**

Referring to interconnectedness principle, this phrase (*a road of happiness*) in metaphorical interpretation means a pleasure along the road during travelling. If we see a whole slogan (*There is a road of happiness that does not go through your thoughts*), there is also a personification. *Go* is an activity that is done by human. In metaphorical interpretation, if we interpret the whole slogan, it means when you drive this car, you can find a pleasure (happiness) in driving along the road while if you drive another car, you cannot find it. Audiences have to drive this car if they want to find happiness in driving. As there is

personification in this car, the cognitive function of this metaphorical expression is ontological metaphors.

Target audiences of this slogan are people who need a family car. This advertisement slogan persuades people who need a real comfort and joy during driving to choose this car.

Toyota Fortuner's advertisement slogan is *The World Is Mine*. The vehicle of the metaphorical expression is *World*. In literal interpretation, *world* means the earth or globe, considered as a planet. *Mine* is a form of the possessive case of *I* used as a predicate adjective. As metaphorical interpretation, *world* is a life-style, the way in facing the life, or environment.



**Figure 19. Toyota Fortuner's Advertisement Slogan**

This car slogan seems to say that *the world is its*. It is personification, because normally, only human that has a sense of belonging. This slogan describes that this car has a power to control the *world*, where *world* here means the car industry itself. Based on the slogan, it means that there are no other cars that are better than this car. This car is the best in its class. The use of word *world*, gives a strong emphasis of persuasion. With this slogan,

the advertisers are strongly sure that the feature of this car is the best in its class.

The target audiences of this slogan are people who are perfectionist or the exclusive people. The advertisers focus on the people who need multi-purpose car. This car is suitable to be used anywhere, off-road or on highway.

### 3.2 Interpretation

In general, ontological metaphors enable us to see more sharply delineated structure which is very little relationship between source domain or the vehicle of metaphorical expression and the target domain or the metaphorical meaning of it. It also allows us to use parts of our experience to interpret the metaphorical phrases, which mean that we can refer to them, quantify them, categorize them, and reason about them as our experience. As in Daihatsu Terios' Slogan, *Play Your Wild Side* the word *Wild* has a very close relation to the forest or jungle. And the forest or jungle is a common place where the off-road sport to be held. Then, off-road has a close relation to the adventure.

By interconnectedness principle where every relationship of the metaphorical interpretation is considered to construct the meaning, the researcher interpreted this slogan describes that Daihatsu Terios is a car that is built to be an off-road car or an adventure car which support touring activity. The second slogan *Discover The Wilder Adventure* is a confirmation of the first slogan. It clarifies that this car is really built to be an adventure car.

Personification is perceived as a form of ontological metaphor. In personification, human qualities are given to nonhuman entities. In other words, personification is an ontological metaphor in which a thing or abstraction is represented as a person. As in Honda Jazz's Slogan, *Play With Force*, the word *play* as literal interpretation means doing something, and it is done by a living thing. A car is not a living thing. It cannot play. It cannot produce power (*force*). Therefore, this slogan is a kind of personification ontological metaphor. In metaphorical interpretation, the researcher interpreted that this car's engine can produce (*Play*) a powerful energy when a driver drives it. The driver who wants to get the speed experience in driving can use this car.

#### 4. CONCLUSIONS

The result of the analysis shows that from nineteen slogans that were collected by researchers, nine slogans contain ontological metaphors and ten slogans use personification ontological metaphors. Based on the analysis, each metaphorical expression has its own meaning based on its target audiences. The metaphorical expressions of each slogan have different ways to deliver the information and different forms of sentences or phrases based on the purpose of each car. For off-road cars, the metaphorical expressions are mostly in form of command and confirmation phrases or sentences, as *Play Your Wild Side* and *Discover The Wilder Adventure* (D.T's slogan), *Make*

*Your Own Way* (F.E's slogan), *The Working Partner* (I.DM's slogan), *Unleash Yourself* (T.R's slogan), *It's Beast Off-Road* (S.GV's slogan), *The World Is Mine* (T.F's slogan). For family cars, the slogans use the words that relate to the mind and feeling, as *Wishes on Ride Your Wishes* (D.X's slogan) and *Heart on Space is a matter of distance. But the real excitement is connecting hearts* (S.E's slogan). For the city cars, the slogans choose the words that can inform the style and the size of the car, as *Everythink Inside* (D.S's slogan) *Play With Pilot* and *Play With Space* (H.J's slogans), *Where Size and Sophistication Meet* (M.CX-9's slogan), *Highway Star* (N.GL's slogan), and *Style Meets Passion* (S.S's slogan). Metaphorical expressions of each slogan have various meanings as background of each target audiences. From these nineteen slogans, researchers found various backgrounds of slogans' target audiences. They are the people who need family car, people who like an adventure activity, people who like off-road sport, people who need an elegant car, and people who need comfort and luxury car.

#### REFERENCES

- Danesi, Marcel. 2004. *Messages, Signs, and Meanings*. Canadian Scholars' Press Inc. Toronto.
- Kovecses, Zoltan. 2010. *Metaphor*. Oxford University Press, Inc. New York.
- Wood, Nicola. 2006. *The Discourse of Advertising*. In *Describing Discourse*. Hodder Education. London.

