

# 1. INTRODUCTION

## 1.1. Background of the Study

Advertisement has always been part of human's everyday lives. People can find advertisement in commercial programs on television, magazines, newspaper, billboards, radio, internet and many other places. No matter what, where, when and to whom advertisement is created in any media, it has one goal, that is, to inform and promote the products. Shortly, advertisement is a communication device most clearly designed to persuade readers or consumers. It is strategic communication that aims the readers to buy, like and recognize or learn something about the product.

Percy (2005) specifies the word advertisement as "turning people towards a product or service by providing a positive feeling information that goes well beyond simply calling people's attention to it" (p. 4). As a form of mass communication, advertisement transmits product information to connect buyers and sellers in the marketplace. Since advertisement is a form of marketing communication, it has an important part in introducing a new product, building awareness and creating a brand image. It also delivers information that people can use in making product decision. Advertisement is useful for established products since it can remind loyal customers of the satisfying experience they have had with the brand. In other words, advertisement is an important way to deliver a persuasive message about a brand, create positive beliefs and feelings about the product or service.

Also, Harris (2004) thought that all types of advertisement try to affect the reality which is perceived by the consumers. Advertisement tends to give a new image of a product or company, or make consumers feel the need or desire for some products that they may not have particularly wanted before. Some processes involve attempt to change consumer's attitudes. The attitudes of consumers about the products have three components such as the belief or cognition, the affective (emotional) and the action. The belief or cognition is the informational content of the attitude. As an example, a customer prefers certain

fashion brand as her fashion style because of certain design it has. Then, the affective content of the attitude is the feeling toward the product which can be seen from the action of like, trust, and feel comfortable with certain brand. The action is the attitude's translation into behavior to get the product for instance buying or even always getting the newest model of certain brand.

Since language becomes the symbol of advertisement and helps advertisement to deliver the message, cognitive analysis is an equivalent tool because it emphasizes on the way how people's mind creates attitudes and behavior about the world based on their experience. Next, the writer uses cognitive semantics as a workable way to analyze and find hidden message of advertisement texts, especially *Infiniti* car advertisement. The key of cognitive semantic in knowing the meaning, which reflects the mental categories which people have formed from their experience of growing up and acting in the world, is by attaining conceptual structure, metaphor.

As Charteris-Black (2004) claims, "metaphor is a figure of speech that is typically used in persuasion; this is because it represents a novel way of viewing the world that offers some fresh insight." (p. 7). It can be concluded that metaphor is persuasive; it is one line with advertisement texts which is full of persuasive words or phrases. It has capacity to persuade and influence the thoughts and actions of the readers and listeners. Furthermore, Lakoff and Johnson (1980) explain that metaphor makes human thoughts more vivid, interesting and can structure human perceptions and understanding. It can shape human's view of life in the present and also set up the expectation that determines what life will be in the future. One of the interesting facts about metaphor, that is, it tends to influence the way people understand something even when people do not recognize that a metaphor is being used. All language becomes metaphoric at times to make points clear or add color and life to ideas. Surely, on advertisement text, there are some persuasive words or phrases as the representation of human perceptions and understanding. Thus, the writer uses metaphor as the key to analyze advertisement text.

The development of technology has increased the excellent production of cars, especially *Infiniti* car. This car is identified as captivating car in the USA,

Europe, Middle East and three countries in Asia Pacific like China, Taiwan and Korea for all premium markets. As the premium brand, *Infiniti* car seeks to respond what the customers want from their experiences. It is stated that “*Infiniti* makes a more personal statement designed to attract buyers with a similar vision – buyers who thrive on experiences rather than status alone.” (Infiniti, 2010). *Infiniti* car is always competing to create comfortable, elegant, luxurious and easy-going as well as practical car to the potential consumers by emphasizing that this product is safe to human’s life and the environments. Since this vehicle also prioritize the safety of their customers, this vehicle is completed with *Blind Spot Intervention System and Blind Spot Warning* which help alert driver in the blind spot area; and *Forward Collision Warning* which “help alert the driver of an imminent collision by providing a visual and an audible warning.” (Infiniti, 2010). Also, it adapts hybrid concept and Variable Valve Event and Lift – the embodiment of efficiency delivering higher torque with lower emissions as their concern about environment. *Infiniti* car offers some variety of models such as *Infiniti G convertible, Infiniti G coupe, Infiniti G sedan, Infiniti M, Infiniti EX, Infiniti FX* and *Infiniti QX* model to answer the consumer’s need of transportation tools. In marketing system, automatically, *Infiniti* car generates elegant and charming ads with meaningful texts to inform, remind, persuade, influence and change people’s opinion about his products or goods for all his consumers. That is the reason why *Infiniti* car advertisement texts are appropriate data to be analyzed with metaphor theory. Hopefully, by doing this analysis, the readers or consumers can understand the way the advertisers express their ideas in making advertisement especially car advertisement. Also, it can create a smooth communication between advertisers and readers or consumers since writers also can express ideas clearly.

## **1.2. Statement of the Problem**

The writer wants to find out the cognitive semantics of *Infiniti* car advertisement texts. In order to analyze the cognitive semantics, she formulates a research question as follows:

Based on cognitive semantics, what is the metaphor that could be found in *Infiniti* car advertisement texts?

### **1.3. Purpose of the Study**

Based on the research question above, generally, this analysis tries to find out the cognitive semantics that is found in car advertisement texts. Through this research, the writer wants to discover the metaphor in the *Infiniti* car advertisement texts. There are four features of metaphor she uses to analyze the cognitive semantics such as conventionality, systematicity, asymmetry and abstraction.

### **1.4. Scope and Limitation**

In order to be more specific and precise, the writer sets scope and limitation for this study. The scope of the study is Semantics. Semantics theory she applies in this study is cognitive semantics that deals with metaphors. In metaphor, there are four features and she uses all those features as the tool to analyze the cognitive semantics of *Infiniti* car advertisement texts.

The source of data is limited to the texts of five *Infiniti* car advertisements. The data was taken from English magazine, *Travel+Leisure* magazine, published from January, March, May, July and August 2010. Not all *Infiniti* advertisements in *Travel+Leisure* magazine contained metaphor, thus the writer only chooses five advertisements which has metaphor meaning.

### **1.5. Significance of the Study**

This research brings several significant contributions for the readers. The writer hopes that the result of this research may give a better understanding for the readers about the message in *Infiniti* car advertisement texts. Furthermore, this study can broaden the reader's knowledge about cognitive semantics. At last, she also hopes that the study can be used as a reference and a comparison for the future researchers and other learners who are interested in studying cognitive semantics. Hopefully, this study will give reference to the students of English Department majoring in linguistics especially at Petra Christian University.

## **1.6. Definition of Key Terms**

- Advertisement** : is a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) and provide information about products (goods, services, and ideas) (Moriarty, 2009, p. 55).
- Cognitive semantics** : the study of the words or phrases meaning that relates it to phenomenon in the real word (Saeed, 2001).
- Metaphor** : the essence of metaphor is understanding and experiencing one kind of thing in term of another. (Lakoff and Johnson, 1980).

## **1.7. Organization of the Study**

This paper is organized into five chapters. The first is the introduction, which is divided into the background of the study, statement of the problem, purpose of the study, scope and limitation, significant of the study, and definition of key terms. The second chapter represents review of related literature. It contains the review of related theory, which explains the underlying theory that the writer uses in analyzing the data, the supporting theories to strengthen the main theory, and review of related study that gives better understanding in analyzing the data. The next chapter is about the methods. The writer presents approach of the study, procedures of data collection, and procedures of data analysis. The fourth chapter is about the analysis of the research, while the last chapter presents the conclusion.