

VISUAL METAPHORS IN TOURISM ADVERTISEMENT AS A POTENTIAL PERSUASIVE METHOD

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ABSTRACT

In advertising field, the uses of visual metaphors are commonly applied to express meaning more creatively while in the same time without losing the entire connection of the genuine message passed on. This study had been conducted to evaluate the effects of visual metaphors in tourism advertisement. The study also highlights the persuasive effect of visual metaphors in advertising. By using several methods such as interpretive of post-modernist literature and interpretive of positivist literature, it had found that the metaphorical images play the important role in visual tourism advertisement in order to persuade the tourism consumers. It is confirm that visual metaphor could be used as one of advertisement strategy for tourism advertisement. This kind of approach was overwhelmingly changed the ordinary tourism visual advertisement. However the usage of visual metaphorical alone can still is debated, as an advertising style and fashion are always dynamic according to the required period.

Keywords: Advertising; Visual Metaphors; Tourism; Persuasive

1. INTRODUCTION

In advertising the uses of visual metaphors are commonly applied to express meaning more creatively while in the same time, not losing the context in order to convey visual message. As stated by Sopory and Dillard (2002) Metaphor involved the relation of rhetorical style that linking two unrelated objects, and because of the comparing activity, the characteristic between two objects is transferred to one another. For example, they are multiple commonly used visual metaphors some of them are heart symbol means love, train whistle protruding on head means the food is hot and bulb lighting up means an idea or inspiration. Sometimes, visual metaphors are applied indistinctly such as a couple sitting on a branch facing the sun indicating love is in the air, jeans encased in cement indicating sturdy material and twinkling lights of the city neon upon arriving dusk indicating exciting night life. The effects which mentioned earlier can be achieved by well-planned camera techniques and some photo editing.

At the moment, influence on visual images produce more superficial with the introduction of editing in digital photography. Visual images are the most important medium in promoting tourist destinations. After the two year of invention of photography by Louis Daguerre in 1839, Thomas Cook sanctioned a train to run a short recreation excursion, an occasion that by and large can be seen as denoting the start of mass tourism (Garlick, 2002). The utilization of photography in tourism marketing is turning out to be more basic now, that innovation of photography turn out to be more advance contrasted with the prior years. Suitable use of visual images in tourism marketing will increase the chance of influencing prospective tourists on choosing the tourism site. According to Kadry (2016) the explosions and extravagance of the images era nowadays leads peoples to see and obsess to look and interact