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THE USAGE OF VISUAL METAPHORS IN TOURISM ADVERTISEMENT AS A POTENTIAL PERSUASIVE METHOD IN SARAWAK TOURISM ADVERTISEMENT

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ABSTRACT

This is a study on the effects of visual metaphors in tourism advertisement. In advertising the uses of visual metaphors are commonly applied to express meaning more creatively while in the same time without losing the whole context of the actual message conveyed. The use of photography in tourism marketing is becoming more common now that technology of photography become more evolve compare to the year before. Appropriate use of strong visual images in tourism marketing will increase the chance of influencing prospective tourists on choosing the tourism site. One of them is metaphor. Metaphors are used in advertisement as a way of setting themselves apart from the other advertisements while giving them positive impression which will eventually persuade the prospective tourists to visit the place advertised. Besides that it motivates them to experience the same experience as depicted in visual images within the advertisement. This study also studies the persuasive effect of visual metaphors in advertising. The images constructed will be based on three experimental conditions: non-metaphorical advertisement, metaphorical advertisement with verbal anchoring, and metaphorical advertisement without verbal anchoring. The difference between the first and second condition is rhetorical style while the difference between the second and the third condition is argument modality. The use of qualitative and quantitative approach will be implemented in this research whereby feedback from respondents will be the main primary data.

1.0 Introduction

In advertising the uses of visual metaphors are commonly applied to express meaning more creatively while in the same time without losing the whole context of the actual message conveyed. As mentioned by Sopory and Dillard (2002) metaphor is a rhetorical style of comparing two dissimilar objects, and because of comparisons, the characteristic of one object is transferred to the other. 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. Nowadays, manipulation on visual images becomes more apparent with the introduction of digital photography editing.

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 chartered a train to run a short leisure outing, an event that in retrospect can be seen as marking the beginning of mass tourism (Garlick, 2002). The use of photography in tourism marketing is becoming more common now that technology of photography become more evolve compared to the years before. Appropriate use of visual images in tourism marketing will increase the chance of influencing prospective tourists on choosing the tourism site.

1.1 Terminologies

1.1.1 Metaphor

Metaphor is a term rhetoric that refers to a figure of speech or a linguistic device in which a word or phrase that literally denotes one thing is used figuratively for something else as way of suggesting likeness or analogy between the two. The word is derived from two Greek roots – meta with and phero bear – which