A Cognitive Pragmatic Review on The Metaphorical Expression of Indonesian Online Ads as A Basis for Language Learning in Elementary School

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Abstract: The importance of teaching language to children underlies the birth of this study. Therefore, this study aims to describe the metaphorical form of online advertising discourse in Indonesia as a basis for teaching language in elementary schools. This research employs a qualitative descriptive study. Data are collected through non-participant observation and note-taking techniques. The data in this study are sentences that contain A Cognitive Pragmatic Review on The Metaphorical Expression of Indonesian Online Ads. Meanwhile, the source of data in this research is YouTube. The object of this research is Metaphorical Expression and the subject in this study is Indonesian Online Ads. The data collection technique used in this study is the Listening and Recording Technique. Meanwhile, the data analysis technique uses padan and agih techniques with using referential and pragmatics to show and compare the referent or the meaning of the source and the metaphorical expression of the target. The method is combined with a reflective-introspective to show how cognitive processes manage to produce a speech. Besides, the inductive inference technique shows the correspondence between the source and target concepts. The expression is metaphorically constructed based on the correspondence between the source and the target domain. Indonesian online advertisement is generally constructed with structural, orientational, and ontological metaphors. The metaphor of Indonesian online advertisement pragmatically functions as assertive information, directive invitation, and expression of wonder with a structural, lexical, and counter-factual presupposition. Meanwhile, the conceptual strategy is associative.
Keywords: cognitive pragmatic, metaphor, language teaching, elementary school

Introduction

Advertisements in the Industrial Revolution 4.0 have gained a shift in the construction matter, but not in function. The shift occurs in the way it is created and spread. Meanwhile, it is still used as a means of promotion. In the digital age, ads do not concern the relevance of the content with the place. The diverse types of product ads displayed on various pages ignore the aspects of time and the reader. The former ads, such as those on television, will be displayed based on the ad type, the category of the viewers, and the time. Therefore, linguistically—primarily cognitive pragmatics—the construction, meaning, and context of online ads have unusual characteristics to study.

Cognitive pragmatics is a field of linguistics that deals with the reciprocal relationship between pragmatics and cognition (Fairchild & Papafragou, 2021; Bara, 2011; Schmid, 2012). Apart from pragmatics, which discusses "meaning in context", cognitive pragmatics focuses on the cognitive aspects derived from the meaning in the context (Bublitz & Norrick, 2011). The principles of cognitive competence pragmatics go to pragmatics and cognitive processes that would conventionally be considered 'pragmatics' as long as they are related to processing meaning with context.

The theory of classic pragmatics has developed into various approaches firmly placed within the framework of cognitive science and cognitive linguistics. It refers to cognitive pragmatics, although it

has not yet been applied in a different discourse context. Cognitive pragmatics is the study of mental structure and the process of language use within communication. The paradigm of cognitive psychology has been applied to go beyond the literal (inference) and derive meaning in context (for example, metaphor). The pragmatic function has been used for the activation of meaning. Therefore, the understanding of cognitive pragmatics cannot be separated from cognitive semantics as both objects human's cognitive as a basis for delivering the meaning.

Within communication, cognitive activity and linguistic competence must be supported by particular knowledge. Cognitive communication is associated with a mental image, mental lexicon, embodied experience, and semantic memory. The cognitive system begins with a consensus represented in the mental image assumed to be the projection to a "look", mentally stored by the visual system (Kosslyn et al., 1979). Such representation will be stored and made semantic memory. Collins and Quillian (Jay, 2003) explain that semantic memory is a part of memory that contains words, concepts, and facts about the world. All that we see will possibly be our knowledge. It is the basis for the development of the concept of metaphor. Metaphor is etymologically derived from the Greek language, which means the transfer of 'move' (Cruse, 2004). By definition, metaphor is a way to associate one concept with others using language (Paola et al., 2020). Metaphor reflects what is experienced, felt, and thought out in real life. Metaphor assigns into two meanings, the literal and the intended meaning, called the metaphorical meaning (Searle, 1979). Metaphorical meaning is a shifted intention from the word's literal meaning to the other. Ogden and Richards (Leech, 1974) state that the meaning of a particular word is obtained from the relationship between language symbol, mental imagery, and reference (Ogden and Richards, 1989). Meaning is a mental image in one's mind while listening or reading a sign language. The concept can be depicted in the following triangle of meaning.

There is a direct relationship between language symbols and mental imagery. The symbol is closely connected with the concepts/mental images of the language. Yet, it is not related to the reference (illustrated by a dotted line) through the concept/mental imagery (Ogden & Richards, 1989). Cognitivism refers to the theory of linguistics based on the traditional views about the direction of the causal relationship (cause and effect) between language and mind (Lyons in Wiradharma, 2016). According to Lakoff and Johnson (1980), metaphors should not have been taboo anymore in our lives because, basically, in addition to speaking, the way humans act and think has been naturally influenced by the metaphor (1980). The theory of metaphor is widely known as *Conceptual Metaphor Theory* (CMT). CMT suggests two conceptual domains: the source and target domain. The *source domain* is used to understand an abstract concept in *the target domain,* commonly found in everyday life. The source domain is concrete, while the target one is abstract. According to Pitts, Smith, and Pollio (Kess, 1992), a metaphor can be found by comparing nature, showing analogy, or transferring the characteristics of particular objects of the study.

Methods

This research employs a qualitative descriptive study. Data are collected through non-participant observation and note-taking techniques. Meanwhile, random and purposive techniques are used when selecting the samples. The random technique is used to select the source, while the purposive one is used to select the metaphorical expression. It is analyzed using referential and pragmatics to show and compare the referent or the meaning of the source and the metaphorical expression of the target. The method is combined with a reflective-introspective to show how cognitive processes manage to produce a speech. Besides, the inductive inference technique shows the correspondence between the source and target concepts. The data in this study are sentences that contain A Cognitive Pragmatic Review on The Metaphorical Expression of Indonesian Online Ads. Meanwhile, the source of data in this research is YouTube. The object of this research is Metaphorical Expression and the subject in this study is Indonesian Online Ads. The data collection technique used in this study is the Listening and Recording Technique. Meanwhile, the data analysis technique uses matching and distribution techniques with using referential and pragmatics to show and compare the referent or the meaning of the source and the metaphorical expression of the target.

Results and Discussion

Results

The study of metaphorical expression in Indonesian online advertisements employs some elected theories: the theory of metaphor (Lakoff & Johnson, 1980), pragmatic function (Wibowo, 2019), inference (Mercier & Sperber, 2017), speech act (Wijana, 1996), and presupposition (Yule, 2006). They perceive that cognition involves particular information to interpret the intention of an utterance. Cognition should be able to draw conclusions about what happens, what is viewed, and what to do. Therefore, the conventional and contextual meaning (based on the context, pragmatics, social science, and culture) is found.

Tabel 1. Metaphorical Expression

No.	Sentence	Kind of Metaphor	Presupposition
(1)	Siap-siap *kesambar Harga Gledek* lagi! 'Get ready to *get a Storm Price* again!'	Structural metaphor	Structural presupposition
(2)	Minute Maid *baik di dalam baik di luar.* 'Minute Maid *good inside, good outside.*'	Orientational metaphor	Factual presupposition
(3)	Nyatanya sprite makin *nyegerin* kalo *botolnya keringetan.* 'The fact, Sprite *gets fresher* when *the bottle gets sweats.*'	Ontological metaphors	Semantic memory and human experience (embodied experience),

Structural Metaphor

The concept of structural metaphor is metaphorically formulated through the use of another other. It also shifts an abstract concept into concrete (Knowles & Moon, 2006). The conceptualization of the source concept, which is the basis for showing the correspondence with the target concept, can be found in the characteristic features of semantics. The source element can become a linguistic marker through the senses—can be felt, heard, kissed, and seen.

(1)   Siap-siap *kesambar Harga Gledek* lagi! 'Get ready to *get a Storm Price* again!'

The expression (1) is metaphorically delivered because it represents a particular type of entity of rain: GLEDEK. GLEDEK is a storm that usually comes up before the rain. Not only does one drop of water fall, but it is uncountable during the rain. In the context of the ad, it suggests that not only one ticket type is on sale, but many are in big sales like storm. Metaphor + DISCOUNT equals RAIN+ storm, like in the construction of flight & hotel sales up to 50%. The concept is derived from the metaphor + the HARGA GLEDEK+. The source domain in such construction is GLEDEK, and the target is PRICE. GLEDEK has good semantic features [+strike], [+flash], [+dazzle], [+harmful], [+shocking]. GLEDEK naturally lets people be interested in seeing, but they are afraid to come closer, as it appears in the ad. It is similar to a person peeking in a helmet from the pan with the lightning rod.

The metaphorical construction of the expression (1) delivers an assertive intention literally and indirectly constructed. It consists of *structural presupposition*. Structural presupposition conventionally analyzes certain structures and perceives them as true. The first presupposition comes from *tiket.com*, which once made similar discounts. The second one was made during the holiday season. The third, Indonesian societies are known for their consumptive lifestyle. Even though it is not in the holiday season, considering Indonesians tend to be interested and blinded by ads—mainly showing the sales, the ad maker presupposes that it will succeed. Indonesians are generally perceived to be poor in money management and accustomed to having imbalanced expenses with income. The "cheap" price—ways lower than the common one—easily attracts people's hearts and attention—in line with their semantic feature [+dazzling] and [+snatching]. It harms their wallet/finances. There could initially be no plans to travel due to an inadequate budget for a vacation, for example, but they buy the ticket due to the discount. So, the representation is [+harmful]. So, why is the construction of such ads made again? It might imply

that it is due to the excellent response of the community in the previous ads. Thus, the flight and hotel ticket discount—usually made during the holiday—is expected to result in a similar effect, high demand.

Orientational Metaphor

Orientational metaphor is related to space and place, which can be identified through the physical experience of humans, such as up-down, in-out, front-back, and others. Metaphor begins with the fact that we have a body that can function in the physical environment (Lakoff & Johnson, 1980). Indonesian online ads are conceptualized based on nature. It is found in the correspondence of the concepts of source and target. The 'nature' is represented in all the semantic features found through visual and body experience.

(2)   Minute Maid *baik di dalam baik di luar.*
         'Minute Maid *good inside, good outside.'*

The metaphorical expression in the advertisement of *Minute Maid* is represented in the word *GOOD* as the linguistic marker. The source is *GOOD,* and the target is *MINUTE MAID.* The word *GOOD* refers to a certain nature of humans (meaning: not harmful; not bad) conceptualized to the *beauty.* The word *GOOD = BEAUTY* collocated with *INSIDE* and *OUTSIDE* describes the scheme of the image *space* through *in-out.* The metaphorical construction in (2) is identified as the assertive information directly and constructed, which leads to *factual presupposition.* The presupposed information follows the verb and can be considered a fact. Everything associated with the thing that has a semantic feature, such as [+beautiful], [+sexy], [+enchanting], can easily obtain public attention. The concept of 'good' = 'beautiful'—especially beautiful inside—is displayed along with the pieces of an orange whose parts of the flesh appear. It delivers the message that Minute Maid is made from high-quality fruits. Meanwhile, "beautiful outside" is implemented in the packaging and the shape of the bottle, which is semantically related to the features [+sexy] and [+enchanting]. For Indonesians, beauty is associated with the nice look on the face and the body, beautiful outside", and inner beauty. True beauty appears from within. In this ad, Minute Maid is represented with a girl who has inner and outer beauty through the metaphor +MINUTE MAID GOOD INSIDE AND GOOD OUTSIDE+. Therefore, it deserves to be given a high dowry (read: purchased) and "married" (read: drunk). The above cognitive scheme, within context, suggests that the ad construction of Minute Maid employs an unliteral directive pragmatic call. The construction of the expression is a call to buy Minute Maid because the material is good to consume. Thus, the speaker's intention is not in line with the declarative construction of the expression. The lexical presupposition, which uses one form with the meaning conventionally affirmed, is interpreted with the presupposition that another meaning (which is not confirmed) has already been understood (Yule, 2006). The speakers know that "canned drinks" are not healthy for the human body because they contain artificial dyes and preservatives and are made from unhealthy material. Therefore, Minute Maid represents "beverage cans" that deserve to be consumed by humans. The implication is, "do not be afraid to drink Minute Maid".

Ontological Metaphor

Ontological metaphors shift an event, activity, idea, and emotion into an entity (Lakoff & Johnson, 1980). The concept in the ontological and metaphorical expression of online ads is based on the nature and characteristics of humans. The nature and characteristics of humans are included in the resource domain for the target domain. Ontological metaphor, in quantity, dominates the metaphorical expression of Indonesian online advertisement.

(3)   Nyatanya sprite makin *nyegerin* kalo *botolnya keringetan.*
         'The fact, Sprite *gets fresher* when *the bottle gets sweats.'*

The word *KERINGETAN* associated with the bottle is a metaphorical expression due to the process of conceptualization in the word *KERINGETAN,* which corresponds with the bottle that refers to the *SPRITE.* The expression *botolnya keringetan* (the bottle gets sweat) can be formulated into a metaphor +GETTING SWEAT IS HEALTHY+. The correspondence is found in the body's condition after doing a certain activity, such as exercise, which causes the body to be sweaty. The cognitive processes found in (3) above suggest that the speaker, with his semantic memory, looks for the right words to be selected based on the mental description of the look of the Sprite bottle in cold. It is associatively employed to activate semantic memory and human experience *(embodied experience),*

which is conceivable in certain conditions. Such conditions is also found at the metaphorical construct of the following expression.

(4)   *Istirahatkan* lampu yang tidak digunakan.

    '*Rest* the unused lights'.

The word *ISTIRAHATKAN*(REST) in (4) contains semantic features [+releasing] instead of [+lulling]. The semantic feature of the expression is +LIGHTS CAN be TIRED+. The word *ISTIRAHATKAN* is collocated with *LAMPU* (lamp), showing the experience of body during at work in a relatively long time, that the body feels tired and exhausted. The experience of feeling or imagining to release tiredness and exhaustion is a concept represented by the expression in line with the semantic features. The associative strategy of the speakers to show the correspondence of the source upon the word *REST* and the target *LAMP* is that the lamp has human-like properties, when working too long or heavy, it can be tired and need to be off for a while, or it is *rested* in the cognitive concept.

(5)   *Jeruk* kok *minum* jeruk.

    'It is uncommon that *an orange* drinks *another orange*'

Data (5) shows an entity that can eat and drink is an entity that has semantic features [+concrete], [+biological], [+living] (example: humans). However, the ad contains the metaphorical phrase *jeruk kok minum jeruk* in the ad of *Nutrisari*. It infers a meaning deviation in the expression, the 'orange' that has semantic feature [+concrete], [+biological], [-life] with the action of 'human', eating and drinking. An element of human creativity is attached to the construction of metaphorical expression. When analyzed from the cognitive pragmatic perspective, the three metaphorical and ontological constructs refer to counter-factual presupposition because the creators of the ads are aware that the intended discourse is something perceived not only incorrectly but also contrary to reality. However, the pragmatic function in the construct of the expression (3) Nyatanya sprite makin nyegerin kalo *botolnya keringetan* shows assertive, delivering the information with direct literal strategy; that in (4) *Istirahatkan lampu* yang tidak digunakan contains directive invitation with direct literal strategy; and the expression in (5) *Jeruk* kok *minum* jeruk is an expression of wonder with direct literal strategy.

The 'orange' in the ad of *Nutrisari* is associated with humans who are interested in drinking orange juice during the hot day. The presumption is that if the orange is tempted to drink *Nutrisari*, let alone humans. The process of cognitive presupposition manifests the expression of wonder constructed in a declarative way. The metaphorical construct implies a non-conventionality that the implicature can not be a part of the meaning. So, it implies that we should beat the "orange"; the only way to do this is by choosing *Nutrisari* as a thirst quencher.

Discussion

In the independent curriculum, the linguistic aspects taught at the elementary school level—starting with phonology, morphology, syntax, semantics, and pragmatics—are carried out in stages (Mustadi et al., 2023;(Wibowo et al., 2024; Liswantiani et al., 2024). This is a very positive thing, especially since the (Al-Duleimi & Hammoodi, 2015; Davies, 2007) approach used is no longer thematic-textual. The communicative-representative approach suggests that functional linguistics want to be highlighted.

As one of the linguistic fields taught in elementary schools, Pragmatic is placed in high classes. Pragmatics is a science that studies the meaning of speech and is seen in high-class learning outcomes (Wibowo et al., 2023; Mustadi et al., 2024; Resti & Wibowo, 2024; Masfufah & Wibowo, 2024). Students actively communicate are asked to utilize and develop their linguistic potential in interaction. Furthermore, students are expected to be able to functionally and adaptively use the grammatical side they master in various contexts. Metaphors as part of cognitive pragmatic teach how language can be used beautifully for communication. Some examples of data revealed above reinforce this opinion. If the student has mastered how to play language in a certain context, it means that the student has been able to use language tools well (Wibowo, 2024; Yudianto, 2024; Halimah & Wibowo, 2024).

In pragmatic, the aspects contained therein, such as speech acts, types of speech acts, speech act strategies, implications, and other aspects, when combined with language collocation—grammatically—will give rise to an epic communication process (Wibowo & Rosalina, 2019). In the next process, teachers are advised to be able to develop modules or other teaching materials to help students develop their language competence, especially their language skills. The development of

modules or teaching materials must be adjusted to the independent curriculum (Wibowo et al., 2022). In a better presentation, if we try to integrate or base teaching materials that are metaphorical—cognitive pragmatics—it must be with local wisdom. So, there is an essence of cultural values that can bind students' cognitive processes (Barner et al., 2011; Feng et al., 2017; (Katsos & Bishop, 2011). This is due to the student's language ability (Blitvich & Sifianou, 2019); Bousfield, 2007; Rudanko, 2006).

Conclusion

Metaphor—including that in the cognitive semantics—bring novelty and uniqueness once it is examined by using cognitive pragmatics. It deals with constructing an unexpected and exciting expression that raises creative metaphors. The expression is metaphorically constructed based on the correspondence between the source and the target domain. Indonesian online advertisement is generally constructed with structural, orientational, and ontological metaphors. The metaphor of Indonesian online advertisement pragmatically functions as assertive information, directive invitation, and expression of wonder with a structural, lexical, and counter-factual presupposition. Meanwhile, the conceptual strategy is associative, which is used to stimulate the semantic memory related to the experiences of the body, nature, and characteristics of the source domain to collocate with the target one, which is the component of the metaphor.

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